NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING DECEMBER 6, 1981

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	60 MINUTES	29.4	23,960
2	DALLAS#	28.8	23,470
3	DALLAS#	27.0	22,010
4	DUKES OF HAZZARD#	24.3	19,800
5	ARCHIE BUNKER'S PLACE	23.8	19,400
5	ONE DAY AT A TIME	23.8	19,400
7	NFL MONDAY NIGHT FOOTBALL	23.2	18,910
8	M*A*S*H	23.1	18,830
8	MAVERICK#	23.1	18,830
10	JEFFERSONS	22.1	18,010
10	THREE'S COMPANY	22.1	18,010
12	FALCON CREST#	21.9	17,850
13	ALICE	21.8	17,770
14	CBS NFL FTBL GM 1	21.7	17,690
15	DUKES OF HAZZARD#	21.6	17,600

TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	DALLAS#	20.4	43,890
2	DUKES OF HAZZARD#	19.4	41,850
3	60 MINUTES	18.5	39,930
4	FROSTY THE SNOWMAN(S)	18.4	39,730
5	CBS NFL FTBL GM.-THU.(S)	17.7	38,140
6	BUGS BUNNY-LOONEY XMAS(S)	17.6	37,910
7	DALLAS#	16.9	36,540
8	DUKES OF HAZZARD#	16.4	35,400
9	MUPPET MOVIE(S)	16.0	34,570
10	WALT DISNEY	15.3	33,030
11	ONE DAY AT A TIME	15.3	32,890
12	THREE'S COMPANY	15.2	32,710
13	CHIPS	15.1	32,620
14	M*A*S*H	15.0	32,400
15	JEFFERSONS	14.9	32,210
16	NFL FOOTBALL GAME NBC-THU(S)	14.9	32,050
17	ARCHIE BUNKER'S PLACE	14.8	31,820
18	ALICE	14.7	31,620
19	LITTLE HOUSE-PRAIRIE	14.6	31,410
20	MAGNUM, P.I.	14.3	30,860

WOMEN (18+)

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	DALLAS#	28.0	23,730
2	DALLAS#	23.6	19,980
3	60 MINUTES	22.0	18,630
4	FALCON CREST#	19.7	16,700
5	M*A*S*H	19.5	16,500
6	JEFFERSONS	19.3	16,310
7	LITTLE HOUSE-PRAIRIE	18.4	15,600
8	ONE DAY AT A TIME	18.2	15,400
9	ALICE	18.1	15,340
10	DUKES OF HAZZARD#	17.9	15,170
11	ARCHIE BUNKER'S PLACE	17.8	15,110
12	HOUSE CALLS	17.5	14,840
13	CBS SAT. NIGHT MOVIE	16.5	14,010
14	ABC SUNDAY NIGHT MOVIE	16.4	13,900
14	THREE'S COMPANY	16.4	13,900

MEN (18+)

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	CBS NFL FTBL GM.-THU.(S)	28.6	21,750
2	NFL FOOTBALL GAME NBC-THU(S)	25.8	19,670
3	CBS NFL FTBL GM 1	23.0	17,530
4	60 MINUTES	22.7	17,320
5	NFL MONDAY NIGHT FOOTBALL	22.1	16,810
6	NFL FOOTBALL GAME 2-NBC#	21.1	16,070
7	DALLAS#	18.9	14,400
8	MAVERICK#	18.5	14,090
9	CBS NFL FTBL GM 2#	17.2	13,060
10	ABC SUNDAY NIGHT MOVIE	16.3	12,440
11	NFL FOOTBALL SPECIAL(S)	16.0	12,220
12	DUKES OF HAZZARD#	16.0	12,200
13	BARBARA WALTERS SPECIAL(S)	15.8	12,010
14	DALLAS#	15.7	11,930
15	NFL '81 NBC-THU(S)	15.3	11,620
16	ARCHIE BUNKER'S PLACE	15.0	11,450
16	ONE DAY AT A TIME	15.0	11,450
18	NBC SUNDAY NIGHT MOVIE	14.7	11,220
19	FALL GUY	14.5	11,060
20	HILL STREET BLUES	14.3	10,920

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS. FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING DECEMBER 6, 1981

NIELSEN AVERAGE AUDIENCE

WOMEN 18–49

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	DALLAS#	27.4	14,550
2	M*A*S*H	19.9	10,590
3	DALLAS#	19.8	10,500
4	TOO CLOSE FOR COMFORT	18.3	9,750
5	DUKES OF HAZZARD#	18.2	9,650
6	HOUSE CALLS	17.5	9,320
7	THREE'S COMPANY	17.3	9,170
8	JEFFERSONS	17.2	9,140
9	FROSTY THE SNOWMAN(S)	17.1	9,110
10	HART TO HART	17.0	9,010
11	HILL STREET BLUES	16.5	8,790
12	CBS SAT. NIGHT MOVIE	16.5	8,780
13	STEVE MARTIN SPECIAL(S)	16.0	8,510
14	FALCON CREST#	16.0	8,500
15	NBC SUNDAY NIGHT MOVIE	15.9	8,450
15	60 MINUTES	15.9	8,450
17	DYNASTY	15.8	8,420

WOMEN 55+

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	60 MINUTES	33.6	8,690
2	DALLAS#	31.4	8,120
3	DALLAS#	28.8	7,450
4	ARCHIE BUNKER'S PLACE	27.5	7,110
5	LITTLE HOUSE-PRAIRIE	27.4	7,100
6	REAL PEOPLE	26.3	6,800
7	FALCON CREST#	25.8	6,670
8	ONE DAY AT A TIME	25.5	6,600
9	ALICE	25.5	6,590
10	JEFFERSONS	24.0	6,220
11	FATHER MURPHY	23.8	6,160
12	BARBARA MANDRELL	22.3	5,760
13	TRAPPER JOHN, M.D.	21.1	5,460
14	BARBARA WALTERS SPECIAL(S)	20.5	5,310
15	FACTS OF LIFE	20.3	5,260
16	DUKES OF HAZZARD#	19.9	5,160

MEN 18–49

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	CBS NFL FTBL GM.-THU.(S)	27.1	13,820
2	NFL FOOTBALL GAME NBC-THU(S)	25.0	12,750
3	NFL MONDAY NIGHT FOOTBALL	22.1	11,250
4	CBS NFL FTBL GM 1	22.0	11,210
5	NFL FOOTBALL GAME 2-NBC#	20.6	10,490
6	NBC SUNDAY NIGHT MOVIE	17.5	8,930
7	60 MINUTES	17.2	8,760
8	DALLAS#	16.9	8,600
9	CBS NFL FTBL GM 2#	15.9	8,120
10	BARBARA WALTERS SPECIAL(S)	15.9	8,090
11	MAVERICK#	15.7	8,000
12	NFL '81 NBC-THU(S)	15.6	7,940
13	NFL FOOTBALL SPECIAL(S)	15.1	7,710
14	DUKES OF HAZZARD#	14.7	7,480
15	HILL STREET BLUES	14.6	7,470
16	BUGS BUNNY-LOONEY XMAS(S)	14.6	7,440
17	FALL GUY	14.4	7,360
18	ABC SUNDAY NIGHT MOVIE	14.4	7,340
19	FROSTY THE SNOWMAN(S)	14.3	7,300
20	STEVE MARTIN SPECIAL(S)	14.2	7,250
21	NFL FOOTBALL POST NBC-THU(S)	14.1	7,210
22	GREATEST AMERICAN HERO	14.1	7,200
23	CHIPS	13.6	6,940
23	M*A*S*H	13.6	6,940

MEN 55+

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	60 MINUTES	36.1	7,160
2	CBS NFL FTBL GM.-THU.(S)	29.7	5,890
3	ARCHIE BUNKER'S PLACE	28.6	5,670
4	MAVERICK#	27.3	5,410
5	NFL FOOTBALL GAME NBC-THU(S)	26.9	5,340
6	DALLAS#	24.3	4,810
7	DALLAS#	24.2	4,800
8	ONE DAY AT A TIME	24.2	4,790
9	CBS NFL FTBL GM 1	24.0	4,750
10	NFL MONDAY NIGHT FOOTBALL	23.6	4,670
11	REAL PEOPLE	23.1	4,580
12	BARBARA MANDRELL	21.9	4,340
12	FATHER MURPHY	21.9	4,340
14	ALICE	21.6	4,280
15	DUKES OF HAZZARD#	21.3	4,230
16	CBS NFL FTBL GM 2#	21.2	4,200
17	NCAA FOOTBALL GAME 2	21.0	4,170

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

HOUSEHOLD AUDIENCES

AUDIENCE COMPOSITION

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

Program Name / Wk # Day	Start Time	Dur	Net	Prog. Type	T/C This Season	No. of Stations & Program Coverage Wk 1	Wk 2	Key	Avg. Aud. %	Share %	Avg. Aud. (0,000)	Total Persons (2+)	Lady of House	Working Wom.	Women Total	Women 18-34	Women 18-49	Women 25-54	Women 35-64	Women 55+	Men Total	Men 18-34	Men 18-49	Men 25-54	Men 35-64	Men 55+	Teens (12-17) Total	Teens Fem.	Children (2-11) Total	Children 6-11
•EVENING																														
ABC NEWSBRIEF-M-F					50	181	179	A	16.7	26	1361	1773	679	299	734	287	479	399	327	216	663	275	447	392	310	159	183	82	193	141
1 MON.	8.58P	1	ABC	N		95	94	B	18.5	29	1508	1735	691	289	760	295	475	409	342	233	642	258	409	361	288	189	148	70	185	130
1 TU-F	9.58P	1																												
2 M & TH	8.58P	1																												
2 TUWF	9.58P	1																												
ABC NEWSBRIEF-SAT.					10	193	192	A	19.9	32	1622	1890	725	263	822	302	487	418	361	280	596	270	395	333	248	159	214	152	258	206
SAT.	9.58P	1	ABC	N		97	98	B	19.9	33	1622	1850	753	323	851	323	499	423	361	293	570	246	366	306	228	181	189	121	240	190
ABC NEWSBRIEF-SUN.					10	189	193	A	18.5	27	1508	1790	702	318	759	272	476	447	374	213	786	274	493	478	416	222	154	72^	91	71^
1 SUN.	9.56P	1	ABC	N		98	98	B	18.2	27	1483	1832	699	291	755	333	535	465	332	167	786	347	546	518	368	174	141	63	150	104
2 SUN.	8.26P	1																												
ABC SPORTS UPDATE-SAT					10	180	169	A	14.9	24	1214	1708	675	282	789	270	466	388	365	258	598	251	374	316	284	178	120	69^	201	165
1 SAT.	8.57P	2	ABC	SN		96	94	B	16.6	27	1353	1817	740	327	843	320	485	384	340	305	571	233	344	289	231	194	151	95	252	188
2 SAT.	8.58P	1																												
ABC SPORTS UPDATE-SUN					10	194	186	A	14.0	21	1141	1904	682	361	783	256	482	457	384	259	697	216	435	421	417	215	171	80^	253	192
1 SUN.	8.27P	1	ABC	SN		99	97	B	14.6	22	1190	1942	712	318	777	263	490	464	382	233	756	294	496	459	382	198	163	70	246	168
2 SUN.	7.28P	2																												
ABC SUNDAY NIGHT MOVIE					6	197	201	A	21.2	32	1728	1747	751	357	805	258	487	461	418	250	720	239	425	423	374	222	144	83	78	59^
1 SUN.	9.00P	120	ABC	FF		99	99	B	21.7	33	1769	1888	742	322	812	344	580	495	370	179	736	341	532	478	323	153	180	91	160	117
2 SUN.	9.00P	104																												
9.00 - 9.30								A	19.2	27	1565	1769	745	346	799	251	488	462	412	249	732	242	437	435	389	218	150	82	88	67^
9.30 - 10.00								A	21.1	31	1720	1767	752	352	813	261	491	463	419	253	727	239	426	426	382	226	143	82	84	61^
10.00 - 10.30								A	22.2	34	1809	1731	748	358	799	256	483	459	419	247	710	232	412	414	367	223	143	84	79	57^
10.30 - 11.00								A	22.9	36	1866	1785	769	403	812	295	493	455	408	239	769	282	471	452	376	223	158	86^	46^	39^
ABC WORLD NEWS TONIGHT					49	199	199	A	12.0	21	978	1550	695	249	737	176	331	313	373	354	678	164	323	327	376	282	56^	31^	79	52^
M-F	6.30P	30	ABC	N		99	98	B	12.6	23	1027	1507	691	226	727	167	327	320	371	344	627	161	291	297	332	270	54	29	99	57
ABC WRLD NEWS TONIGHT-SUN					9	154	156	A	8.7	14	709	1635	721	255	790	161^	350	307	361	399	634	158^	315	303	308	274	105^	23v	106^	78^
SUN.	6.30P	30	ABC	N		84	84	B	7.7	14	628	1567	718	222	778	129	309	306	354	417	643	177	309	298	292	273	59	22	87	56
ALICE					8	191	192	A	21.8	31	1777	1779	780	359	863	290	434	373	351	372	562	147	268	278	278	240	175	91	179	135
1 SUN.	9.14P	30	CBS	CS		99	98	B	22.0	32	1793	1726	778	319	873	278	440	398	373	361	552	176	292	280	250	222	120	68	181	127
2 SUN.	9.00P	30																												
ARCHIE BUNKER'S PLACE					8	195	196	A	23.8	34	1940	1640	715	326	779	210	336	328	361	367	590	157	267	262	285	292	119	56^	152	126
1 SUN.	8.14P	30	CBS	CS		99	99	B	20.9	32	1703	1642	716	281	795	219	355	337	358	369	593	175	280	273	267	277	95	51	159	114
2 SUN.	8.00P	30																												
BARBARA MANDRELL					9	210	193	A	16.3	27	1328	1802	772	238	862	193	339	362	400	433	640	121	263	280	335	326	108	56^	192	124
SAT.	8.00P	60	NBC	GV		96	96	B	16.3	27	1328	1773	776	244	847	179	349	366	407	418	651	144	291	291	338	309	111	63	164	104
8.00 - 8.30								A	16.1	27	1312	1803	756	235	842	189	335	357	395	420	638	123	263	282	333	322	123	64^	200	133
8.30 - 9.00								A	16.5	27	1345	1793	785	238	875	194	338	362	402	446	640	118	261	279	333	329	96	52^	182	114
BARBARA WALTERS SPECIAL(S)						198		A	15.9	30	1296	2102	918	275	969	259	515	439	508	410	927	421	625	582	410	233	120^	57^	86^	86^
1 THU.	10.00P	60	ABC	CC		98																								
10.00 - 10.30								A	15.8	29	1288	2154	945	300	995	261	541	463	530	415	929	420	636	608	416	226	136^	52^	94^	94^
10.30 - 11.00								A	16.0	30	1304	2042	885	247	937	255	486	413	482	404	921	421	613	555	400	239	107^	64^	77^	77^
BARNEY MILLER					5	181		A	14.8	26	1206	2031	811	348	870	301	496	396	359	329	772	301	526	485	386	179^	231	57^	158^	136^
1 THU.	9.00P	30	ABC	CS		94		B	16.9	27	1377	1686	697	295	762	310	474	382	336	238	678	305	443	398	285	189	112	41	134	85

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																																
BENSON							4	196	185	A	15.0	25	1223	1654	680	282	784	276	448	364	328	301	565	182	344	315	283	186	138	85^	167	119
		FRI.	8.00P	30	ABC	CS		98	95	B	17.4	29	1418	1775	723	285	811	287	469	401	341	295	543	181	330	312	266	174	148	84	273	193
BERENSTAIN BEARS-BIG PAW(S)								207		A	14.8	23	1206	2192	573	201	614	279	358	272	120^	243	579	252	353	300	150^	204	127^	LT	872	460
	1	TUE.	8.30P	30	NBC	EA		98																								
BEST OF THE WEST							12	177	187	A	13.7	23	1117	1870	596	293	653	305	447	314	256	174	662	303	483	408	269	151	230	88^	325	252
		THU.	8.30P	30	ABC	CS		91	95	B	16.9	27	1377	1881	654	283	705	317	489	405	305	167	601	292	427	365	246	138	196	95	379	259
BOSOM BUDDIES							2	192	180	A	13.6	23	1108	1830	707	295	765	299	504	399	336	236	631	254	457	393	300	145	224	132	210	153
		FRI.	8.30P	30	ABC	CS		96	95	B	13.6	23	1108	1830	707	295	765	299	504	399	336	236	631	254	457	393	300	145	224	132	210	153
BUGS BUNNY-LOONEY XMAS(S)								197		A	18.7	31	1524	2488	725	276	801	396	550	441	296	201	717	334	488	415	308	177	162	55^	808	500
	1	FRI.	8.00P	30	CBS	EA		99																								
CBS EVE. NEWS-RATHER(B)								119		A	8.8	19	717	2052	697	133^	714	193^	388	382	357	252^	835	201^	503	402	503	306^	216^	103^	287^	229^
	1	THU.	7.00P	30	CBS	N		76																								
CBS EVENING NEWS-RATHER							49	197	196	A	14.2	24	1157	1436	634	172	698	136	258	273	336	372	580	118	262	278	313	277	59	28^	99	67
	1	MTUWF	6.30P	30	CBS	N		99	99	B	13.3	24	1084	1494	683	191	742	143	282	305	359	388	600	146	273	284	293	276	64	29	88	53
	2	M-F	6.30P	30																												
CBS EVENING NEWS-DEAN							5		141	A	9.3	15	758	1567	601	163^	688	166^	252^	212^	282^	412	636	221^	343	374	238^	238^	30v	10v	213^	156^
	2	SUN.	6.30P	30	CBS	N			81	B	8.5	15	693	1519	656	183	706	127	249	257	332	401	636	123	254	302	328	320	83	22	94	56
CBS SAT. NEWS-SCHIEFFER							11	141	139	A	10.0	17	815	1456	644	116^	715	74^	159	176	309	530	589	122^	237	254	291	316	56^	9v	96^	56^
		SAT.	6.30P	30	CBS	N		85	85	B	9.9	19	807	1515	703	174	771	120	247	264	354	463	606	134	260	258	285	300	48	20	90	43
CBS SAT. NIGHT MOVIE							9	182	184	A	17.6	29	1434	2066	844	359	978	379	612	535	431	298	649	211	411	420	355	169	144	62^	295	204
		SAT.	9.00P	120	CBS	FF		96	96	B	16.7	29	1361	2024	748	287	844	356	563	502	381	218	706	285	477	457	354	160	171	63	303	218
			9.00 - 9.30							A	16.3	26	1328	2165	875	359	990	397	620	541	417	303	661	230	433	442	342	167	138	52^	376	248
			9.30 - 10.00							A	16.6	27	1353	2089	866	354	992	393	616	531	428	307	637	205	393	414	344	173	143	57^	317	221
			10.00 - 10.30							A	18.5	31	1508	2005	821	353	960	367	605	537	431	287	644	201	397	411	359	177	145	67^	256	182
			10.30 - 11.00							A	19.1	34	1557	2003	812	363	955	356	601	529	441	284	657	214	425	413	365	168	155	73^	236	168
CBS TUESDAY NIGHT MOVIES							4	188		A	15.7	25	1280	1545	719	279	760	203	399	392	451	270	655	159^	314	323	394	270	67^	25v	63^	35v
	1	TUE.	9.00P	120	CBS	FF		98		B	15.7	25	1280	1571	691	242	775	244	428	386	374	277	634	231	366	328	308	223	82	33	80	51
			9.00 - 9.30							A	15.3	23	1247	1557	706	285	761	182^	386	380	448	296	602	124^	278	297	366	257	93^	32v	101^	62^
			9.30 - 10.00							A	15.3	23	1247	1589	740	296	779	213	405	381	445	291	646	151^	298	298	399	286	83^	32v	81^	46v
			10.00 - 10.30							A	16.1	26	1312	1537	702	272	740	209	397	385	438	252	689	173^	334	344	422	275	44v	17v	64^	35v
			10.30 - 11.00							A	16.3	28	1328	1476	717	256	745	202	397	416	460	238	669	185	340	343	385	257	51^	20v	11v	LT
CHARLIE BROWN THANKSGIV.(S)								193		A	17.0	25	1386	2061	501	256	600	266	422	311	235	159^	393	165^	282	246	154^	86^	250	114^	818	441
	1	MON.	8.00P	30	CBS	EA		99																								
CHIPS							10	213	211	A	17.9	26	1459	2236	694	278	783	335	528	418	302	213	680	278	477	456	326	152	297	119	476	317
		SUN.	8.00P	60	NBC	OP		99	98	B	17.0	25	1386	2140	677	284	757	293	473	394	315	239	668	257	443	396	319	176	247	97	468	308
			8.00 - 8.30							A	16.7	24	1361	2264	677	276	770	331	516	403	296	209	666	263	462	446	326	150	308	125	520	346
			8.30 - 9.00							A	19.1	27	1557	2202	703	277	788	339	533	434	304	211	690	289	485	460	324	159	291	113	433	290
CODE RED							6	191	190	A	13.3	20	1084	1864	672	332	784	257	520	470	376	229	673	209	431	408	375	186	178	81^	229	173
		SUN.	7.00P	60	ABC	GD		96	98	B	13.0	20	1060	1998	731	332	820	270	524	488	408	244	668	234	440	416	366	166	179	82	331	205
			7.00 - 7.30							A	11.7	18	954	1857	681	329	802	262	524	472	386	241	656	199	407	382	360	201	164	73^	235	172
			7.30 - 8.00							A	14.8	22	1206	1880	672	336	780	256	521	472	374	223	692	218	451	430	389	179	185	85^	223	172
DAFFY-THANKS FOR GIVING(S)								209		A	16.6	26	1353	1954	536	152^	561	243	319	261	136^	225	535	262	350	305	152^	160^	108^	8v	750	386
	1	TUE.	8.00P	30	NBC	EA		98																								

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME	WK # DAY / START TIME / DUR / NET / PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																											
DALLAS		8	200		A	28.8	50	2347	1870	907	357	1010	419	619	490	437	316	614	253	367	333	248	206	101^	66^	145	99^
	1 FRI. 10.00P 60 CBS GD		99		B	28.2	47	2298	1730	842	320	927	358	536	474	399	315	552	220	341	311	244	175	101	58	150	110
	10.00 - 10.30				A	28.6	49	2331	1882	905	357	1009	414	614	478	439	322	613	246	367	329	254	207	102	68^	158	112
	10.30 - 11.00				A	29.0	50	2364	1854	911	358	1012	426	626	500	436	312	614	262	367	338	243	202	95^	62^	133	87^
DALLAS		1		202	A	27.0	44	2201	1660	846	324	908	302	477	435	384	370	541	179	287	269	251	219	69^	45^	142	84^
	2 FRI. 9.00P 60 CBS GD			99	B	27.0	44	2201	1660	846	324	908	302	477	435	384	370	541	179	287	269	251	219	69	45	142	84
	9.00 - 9.30				A	26.5	44	2160	1655	840	308	901	300	467	429	379	374	541	182	288	263	242	223	61^	40^	152	99^
	9.30 - 10.00				A	27.5	45	2241	1660	849	340	912	304	485	443	385	362	541	177	288	276	257	214	75^	50^	132	71^
DARKROOM		2	188	181	A	11.8	19	962	1959	715	324	755	304	516	441	331	212	682	284	527	447	349	135	307	147	215	135
	FRI. 9.00P 60 ABC SM		96	97	B	11.8	19	962	1959	715	324	755	304	516	441	331	212	682	284	527	447	349	135	307	147	215	135
	9.00 - 9.30				A	12.1	20	986	1941	704	335	747	289	513	435	340	209	685	295	536	444	346	132	286	144	223	137
	9.30 - 10.00				A	11.5	19	937	1964	718	310	756	320	514	444	314	212	669	269	512	448	349	137	329	150	210	137
DIFF'RENT STROKES		6	183	191	A	16.6	27	1353	2254	810	296	904	333	552	444	361	316	677	242	460	437	351	185	338	145	335	209
	THU. 9.00P 30 NBC CS		93	95	B	16.0	25	1304	2010	747	260	838	257	458	397	364	332	591	191	356	332	281	199	256	97	325	225
DOUG HENNING'S WRLD-MAGIC(S)				155	A	12.1	19	986	1640	714	250	725	156^	291	297	343	356	545	122^	233^	210^	280	284	151^	15v	219^	147^
	2 SAT. 9.00P 60 NBC GV			82																							
	9.00 - 9.30				A	12.5	20	1019	1668	715	243	725	153^	283	299	344	360	567	122^	234	216^	292	302	161^	16v	215^	150^
	9.30 - 10.00				A	11.7	19	954	1596	706	255	718	158^	294	292	339	349	514	115^	228^	202^	269	264	143^	13v	221^	142^
DUKES OF HAZZARD		1		197	A	21.6	36	1760	2011	627	186	676	201	348	292	314	294	559	189	296	270	262	239	161	57^	615	394
	2 FRI. 8.00P 60 CBS CS			99	B	21.6	36	1760	2011	627	186	676	201	348	292	314	294	559	189	296	270	262	239	161	57	615	394
	8.00 - 8.30				A	20.5	35	1671	2053	621	183	667	211	353	294	314	281	589	211	314	277	265	250	163	56^	634	398
	8.30 - 9.00				A	22.7	38	1850	1966	629	187	680	190	342	289	313	303	533	171	281	258	258	232	158	58^	595	391
DUKES OF HAZZARD		8	201		A	24.3	40	1980	2114	688	318	767	321	488	387	324	243	615	237	379	345	311	177	172	62^	560	388
	1 FRI. 9.00P 60 CBS CS		99		B	22.8	37	1858	2014	702	272	769	272	433	384	342	278	562	211	330	302	264	190	148	53	535	340
	9.00 - 9.30				A	23.3	39	1899	2166	678	314	763	321	483	385	320	241	621	240	379	346	312	184	178	63^	604	405
	9.30 - 10.00				A	25.3	42	2062	2059	697	322	770	321	492	389	324	243	610	233	375	342	309	175	165	60^	514	372
DYNASTY		4	199	200	A	19.3	33	1573	1706	799	314	881	333	534	472	396	265	609	256	392	340	256	172	143	89	73^	66^
	WED. 10.00P 60 ABC GD		98	99	B	20.0	34	1630	1614	774	309	841	323	516	460	392	247	565	244	344	299	229	171	131	75	77	64
	10.00 - 10.30				A	19.3	32	1573	1704	796	307	873	321	523	472	393	264	617	254	392	330	266	183	133	82	81	69^
	10.30 - 11.00				A	19.4	34	1581	1693	795	314	883	343	543	471	395	262	596	252	388	344	246	164	152	94	62^	60^
FACTS OF LIFE		6	194	190	A	17.0	27	1386	1780	860	360	945	319	509	402	365	379	548	171	287	286	246	210	109	59^	178	142
	1 WED. 9.30P 30 NBC CS		97	97	B	19.6	30	1597	1742	778	309	846	284	456	392	348	334	504	148	276	270	243	183	168	93	224	175
	2 WED. 9.00P 30																										
FALCON CREST		1		200	A	21.9	38	1785	1663	828	313	936	303	477	419	404	374	565	176	284	293	264	229	61^	47^	101^	61^
	2 FRI. 10.00P 60 CBS GD			99	B	21.9	38	1785	1663	828	313	936	303	477	419	404	374	565	176	284	293	264	229	61	47	101	61
	10.00 - 10.30				A	22.5	38	1834	1663	821	303	930	303	482	420	402	365	551	178	275	286	248	226	68^	52^	114^	64^
	10.30 - 11.00				A	21.2	37	1728	1663	837	323	943	302	470	420	405	384	579	173	291	302	280	233	55^	44^	86^	56^
FALL GUY		5	195	195	A	18.5	29	1508	1802	624	259	658	240	450	409	331	166	733	279	488	431	387	189	188	69^	223	156
	WED. 9.00P 60 ABC A		98	99	B	18.7	29	1524	1804	647	263	688	274	473	437	332	166	754	315	510	451	370	195	159	40	203	147
	9.00 - 9.30				A	17.2	27	1402	1826	617	259	649	245	448	397	321	159	721	274	476	414	376	192	210	75^	246	169
	9.30 - 10.00				A	19.8	31	1614	1771	625	258	659	232	447	416	337	170	742	283	497	443	395	186	169	64^	201	143
FANTASY ISLAND		9	197	198	A	17.8	31	1451	1896	751	289	796	313	496	404	331	256	631	298	431	342	241	168	232	143	237	174
	SAT. 10.00P 60 ABC A		99	99	B	18.3	33	1491	1760	740	319	822	319	490	408	341	278	568	246	367	308	229	176	161	97	209	165
	CONT'D																										

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY / START TIME / DUR / NET / PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																												
FANTASY ISLAND-CONT'D																												
10.00 - 10.30				A	18.0	30	1467	1899	753	287	801	315	495	401	332	262	619	286	417	340	240	169	231	149	248	180
10.30 -11.00				A	17.6	31	1434	1886	748	290	787	308	496	408	332	247	645	307	443	345	244	170	232	136	222	167
FATHER MURPHY	5	207	211	A	17.6	27	1434	1798	735	212	829	184	345	339	352	430	644	191	308	289	263	304	88	29^	237	138
1 TUE. 9.00P 60 NBC GD		99	99	B	17.6	26	1434	1724	765	244	843	177	327	336	391	449	620	172	274	284	276	300	75	32	186	115
2 TUE. 8.00P 60																										
8.00 - 8.30				A	17.9	28	1459	1718	734	196	816	151^	303	344	372	446	603	168	271	262	266	305	68^	26v	231	116^
8.30 - 9.00				A	19.8	30	1614	1722	717	219	799	145^	308	348	377	425	625	193	301	293	274	293	85^	33v	213	137^
9.00 - 9.30				A	15.8	24	1288	1823	721	205	828	224	368	306	305	423	645	189	303	277	237	308	75^	24v	275	162^
9.30 - 10.00				A	16.8	26	1369	1920	765	219	870	223	409	354	340	420	691	209	351	328	265	301	123^	29v	236	138^
FLAMINGO ROAD	4	201		A	14.6	24	1190	1630	775	280	846	271	489	411	360	306	607	211	294	251	247	255	137^	5v	40v	40v
1 TUE. 10.00P 60 NBC GD		99		B	14.2	24	1157	1500	774	280	845	278	455	401	373	318	531	182	278	261	237	205	76	30	48	34
10.00 - 10.30				A	14.9	24	1214	1587	763	272	840	270	472	411	357	302	571	198	271	216	224	256	137^	LT	39v	39v
10.30 - 11.00				A	14.4	25	1174	1654	774	280	839	266	498	404	358	308	639	224	315	283	266	253	137^	12v	39v	39v
FROSTY THE SNOWMAN(S)		197		A	20.0	33	1630	2437	710	320	821	387	558	446	322	219	653	290	446	394	300	166	164	52^	799	499
1 FRI. 8.30P 30 CBS EA		99																								
GIMME A BREAK	6	170	188	A	15.2	25	1239	2191	811	284	898	295	532	440	399	320	694	217	468	456	387	188	343	128	256	162
THU. 9.30P 30 NBC CS		91	95	B	14.7	23	1198	1894	790	273	883	275	485	421	380	345	599	180	356	339	301	199	214	82	198	134
GREATEST AMERICAN HERO	5	193	198	A	16.0	25	1304	2252	663	280	738	329	529	451	315	159	756	362	551	473	333	146	256	93	502	306
WED. 8.00P 60 ABC CS		98	99	B	17.1	27	1394	2205	642	278	723	344	518	452	295	159	690	353	505	436	278	141	254	91	538	332
8.00 - 8.30				A	15.2	24	1239	2236	666	279	740	318	514	441	322	174	736	347	532	459	326	143	260	92^	500	290
8.30 - 9.00				A	16.9	26	1377	2245	657	280	730	337	539	453	308	146	768	373	564	481	334	148	247	90	500	321
HALLMARK HALL OF FAME(S)		195		A	14.7	22	1198	1642	781	370	906	281	507	479	453	289	605	211	409	379	320	145^	53^	53^	78^	60^
2 TUE. 9.00P 120 CBS GD		99																								
9.00 - 9.30				A	13.1	19	1068	1630	772	375	906	283	492	448	437	313	588	200^	406	344	300	169^	40v	40v	96^	68^
9.30 - 10.00				A	14.6	22	1190	1717	812	405	952	308	543	509	472	291	613	221	425	374	318	153^	55^	55^	97^	66^
10.00 - 10.30				A	15.5	24	1263	1625	772	364	892	275	507	488	450	271	614	220	416	398	329	130^	54^	54^	65^	65^
10.30 - 11.00				A	15.4	25	1255	1611	782	344	891	264	493	473	459	287	599	201	393	397	334	125^	60^	60^	61^	43v
HAPPY DAYS	8	203	197	A	19.3	30	1573	1942	611	291	707	338	482	359	251	186	528	237	349	273	213	140	317	171	390	269
TUE. 8.00P 30 ABC CS		99	99	B	21.5	33	1752	1948	666	283	740	339	514	415	292	187	518	247	372	306	215	111	289	147	401	278
HART TO HART	8	200	195	A	19.0	31	1549	1600	712	321	828	361	582	429	327	228	566	312	448	350	195	91	155	84	51^	35^
TUE. 10.00P 60 ABC PD		98	99	B	20.1	33	1638	1669	755	312	836	345	569	478	374	217	577	272	417	356	247	123	168	81	88	63
10.00 - 10.30				A	19.4	30	1581	1588	697	316	808	353	572	418	314	222	567	317	448	354	189	89	155	83	58^	39^
10.30 - 11.00				A	18.6	31	1516	1606	726	326	846	371	589	439	334	234	564	304	447	345	201	93	153	84	43^	30^
HILL STREET BLUES	6	212	214	A	18.9	34	1540	1879	800	319	887	374	571	482	368	240	710	293	487	458	336	175	194	68^	88	50^
THU. 10.00P 60 NBC OP		99	99	B	18.7	33	1524	1782	779	321	873	361	573	492	382	232	679	284	469	433	310	167	150	58	80	55
10.00 - 10.30				A	18.8	33	1532	1910	803	322	896	382	573	474	361	250	701	292	477	451	326	174	207	69^	106	63^
10.30 - 11.00				A	18.9	35	1540	1852	799	315	880	365	571	489	378	233	720	296	496	469	344	174	182	67^	70^	40^
HOUSE CALLS	5	195	194	A	20.0	29	1630	1645	810	401	911	365	572	499	382	261	483	171	286	304	238	153	126	63^	125	88
MON. 9.30P 30 CBS CS		99	99	B	19.1	28	1557	1608	801	357	884	336	517	465	371	281	494	182	294	286	226	161	115	62	115	73
JEFFERSONS	9	190	192	A	22.1	32	1801	1788	813	358	904	329	507	425	370	345	597	175	311	315	288	230	155	85	132	109
1 SUN. 9.44P 30 CBS CS		99	98	B	22.2	34	1809	1682	779	325	867	291	463	417	377	335	570	192	316	306	261	213	119	64	126	92
2 SUN. 9.30P 30																										

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY / START TIME / DUR / NET / PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
JESSICA NOVAK	5	183	185	A	13.1	23	1068	1683	773	307	931	290	572	468	469	300	602	176	360	300	330	200	105^	71^	45^	40^
THU. 10.00P 60 CBS GD		97	97	B	13.2	24	1076	1604	779	289	894	279	520	449	429	313	547	174	332	289	293	181	107	58	56	41
10.00 - 10.30				A	13.2	23	1076	1653	773	298	917	264	555	477	480	304	594	167	349	296	329	204	100^	65^	42^	36^
10.30 - 11.00				A	12.9	24	1051	1721	778	317	950	313	590	461	465	300	616	188	375	306	332	196	109^	78^	46^	43^
KNOTS LANDING	4	190	192	A	17.0	28	1386	1766	828	276	933	300	526	457	426	345	595	166	337	318	324	219	117	78^	121	77^
THU. 9.00P 60 CBS GD		98	98	B	17.6	28	1434	1731	801	278	901	303	506	448	414	326	556	157	315	288	305	208	114	71	160	112
9.00 - 9.30				A	16.7	27	1361	1777	827	284	933	302	533	472	427	336	604	160	343	322	337	224	111	75^	129	83^
9.30 - 10.00				A	17.3	28	1410	1753	827	268	931	296	517	443	423	353	584	170	331	314	312	214	125	83^	113	73^
LAVERNE & SHIRLEY	7	204	197	A	19.6	30	1597	1886	616	277	685	325	470	347	243	179	506	229	336	272	215	130	326	172	369	256
TUE. 8.30P 30 ABC CS		99	99	B	20.2	30	1646	1923	642	283	715	328	500	394	279	183	506	243	358	294	202	115	285	147	417	288
LITTLE HOUSE-PRAIRIE	9	216	207	A	20.3	29	1654	1899	826	316	944	268	460	393	388	429	534	173	266	245	205	247	150	97	271	170
MON. 8.00P 60 NBC GD		99	99	B	19.6	29	1597	1864	816	287	917	294	473	404	375	392	481	153	246	228	208	207	137	83	329	201
8.00 - 8.30				A	19.2	28	1565	1892	830	316	946	261	454	389	390	441	543	174	267	242	204	257	148	95	255	158
8.30 - 9.00				A	21.4	31	1744	1899	823	316	940	276	466	392	383	417	525	173	264	249	202	238	152	97	282	182
LOU GRANT	5	196	187	A	18.7	30	1524	1505	777	378	856	352	546	486	359	233	540	226	369	346	262	120	79^	47^	30^	27^
MON. 10.00P 60 CBS GD		99	97	B	17.7	28	1443	1470	787	339	866	334	531	483	373	252	513	221	332	310	226	129	59	33	32	27
10.00 - 10.30				A	18.5	28	1508	1485	773	368	849	346	541	486	359	228	509	203	341	331	255	116	86	51^	41^	35^
10.30 - 11.00				A	18.9	31	1540	1518	781	386	861	357	553	488	357	234	570	250	394	359	264	123	69^	41^	18v	18v
LOVE BOAT	9	200	198	A	20.5	33	1671	1837	711	248	805	274	463	395	360	296	599	253	386	320	252	182	193	138	240	189
SAT. 9.00P 60 ABC CS		98	99	B	21.3	35	1736	1869	757	328	853	303	488	416	372	311	577	235	362	299	234	192	170	103	269	201
9.00 - 9.30				A	19.3	31	1573	1814	699	244	796	263	449	383	355	303	593	242	378	314	252	186	191	137	234	179
9.30 - 10.00				A	21.6	35	1760	1860	722	253	815	283	472	410	364	290	601	263	395	325	251	175	195	140	249	199
LOVE, SIDNEY	5		196	A	16.0	25	1304	1721	888	347	921	351	549	461	387	293	549	169^	290	322	258	201	91^	71^	160^	160^
2 WED. 9.30P 30 NBC CS			96	B	18.3	28	1491	1624	776	303	828	289	445	390	349	323	471	161	268	261	206	166	139	82	186	152
MAGNUM, P.I.	9	188	192	A	19.0	32	1549	1992	760	311	865	223	484	458	437	309	699	160	391	386	438	257	187	78	241	173
THU. 8.00P 60 CBS PD		96	97	B	20.0	32	1630	1846	742	274	847	241	439	409	410	331	624	168	321	325	336	244	154	60	221	145
8.00 - 8.30				A	18.2	31	1483	1935	743	296	843	201	460	439	435	311	681	149	366	364	426	263	185	80^	226	162
8.30 - 9.00				A	19.8	33	1614	2039	772	324	881	245	506	473	432	306	714	167	410	408	451	251	192	76	252	181
MAKING A LIVING	6	185	171	A	12.3	20	1002	1626	630	254	719	254	426	351	325	243	610	250	397	355	286	166	119	64^	178	147
SAT. 8.30P 30 ABC CS		97	95	B	12.8	21	1043	1764	682	280	753	270	425	360	317	282	626	263	390	337	256	197	131	82	254	172
M*A*S*H	6	197	195	A	23.1	33	1883	1721	778	388	876	349	562	490	365	245	558	250	368	363	235	143	126	68	161	117
MON. 9.00P 30 CBS CS		99	99	B	23.3	33	1899	1679	761	325	831	302	494	457	370	260	576	235	357	338	245	175	147	66	125	92
MAVERICK	1		201	A	23.1	35	1883	1624	617	179	650	182	337	336	311	250	748	243	423	372	361	287	85^	26v	141	105^
2 TUE. 9.00P 120 NBC EW			99	B	23.1	35	1883	1624	617	179	650	182	337	336	311	250	748	243	423	372	361	287	85	26	141	105
9.00 - 9.30				A	22.0	33	1793	1722	647	190	681	183	355	358	313	269	738	232	406	374	351	292	88^	38^	215	154
9.30 - 10.00				A	23.0	34	1875	1651	625	171	659	180	347	359	323	246	735	236	407	365	357	292	89^	32v	168	118^
10.00 - 10.30				A	23.9	37	1948	1591	607	184	642	183	330	327	309	245	751	242	430	365	369	286	84^	16v	114^	85^
10.30 - 11.00				A	23.4	38	1907	1544	595	170	626	186	319	307	295	241	767	262	454	381	363	278	74^	17v	77^	66^
MCCLAIN'S LAW	3	189	195	A	13.4	22	1092	1571	668	213	722	146	336	372	402	306	694	107^	289	344	385	336	83^	26v	72^	37^
FRI. 9.00P 60 NBC OP		96	98	B	13.3	22	1084	1618	679	244	729	158	347	380	388	314	752	159	358	385	398	335	53	22	84	48
9.00 - 9.30				A	13.1	22	1068	1537	677	216	705	117	301	363	401	321	693	113	284	338	379	340	75^	19v	64^	30^
9.30 - 10.00				A	13.8	23	1125	1587	655	207	735	173	367	378	398	292	690	100^	293	344	390	330	83^	29^	79^	42^
MORK & MINDY	9	180	188	A	14.3	24	1165	2027	640	318	695	353	521	403	269	134	630	306	480	420	270	109	236	100^	466	338
THU. 8.00P 30 ABC CS		95	95	B	18.0	30	1467	2005	650	286	710	363	527	413	274	139	599	337	471	375	218	96	223	103	473	318

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

PROGRAM NAME	WK # DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																															
MR. MERLIN						8		186	A	15.3	24	1247	1802	724	243	780	265	463	393	351	268	537	197	323	285	234	167^	116^	51^	369	277
	2 WED.	8.00P	30	CBS	CS			98	B	17.5	27	1426	1848	668	240	726	277	453	388	314	223	539	214	351	303	239	160	171	67	412	280
MUPPET MOVIE(S)							201		A	19.2	31	1565	2209	690	310	771	321	526	435	327	194	543	242	388	340	226	133^	213	104^	682	404
	1 WED.	8.00P	120	CBS	FF		99																								
		8.00 - 8.30							A	18.8	31	1532	2136	660	300	769	350	510	378	267	212	538	207	363	301	235	162	199	101^	630	369
		8.30 - 9.00							A	19.8	32	1614	2195	680	334	770	329	524	426	307	195	524	221	390	349	240	114^	201	104^	700	421
		9.00 - 9.30							A	19.8	32	1614	2164	677	306	743	282	509	452	357	178	536	255	387	346	214	123^	210	104^	675	406
		9.30 - 10.00							A	18.6	30	1516	2317	739	298	800	318	559	478	380	192	573	292	415	366	206	128^	229	102^	715	412
NASHVILLE PALACE						6	189		A	9.8	16	799	1980	727	244^	835	148^	312	347	382	455	711	135^	333	336	386	333	205^	92^	229^	126^
	1 SAT.	9.00P	60	NBC	GV		93		B	12.7	21	1035	1802	776	267	867	166	357	357	433	438	697	147	315	317	386	319	89	47	149	95
		9.00 - 9.30							A	10.3	17	839	2010	724	223^	836	155^	328	356	382	440	685	118^	317	336	374	321	224^	103^	265^	146^
		9.30 - 10.00							A	9.3	15	758	1931	725	262^	822	141^	289^	330	372	469	739	150^	347	341	400	344	185^	80^	185^	102^
NBC MAGAZINE						11	190	181	A	12.2	20	994	1599	709	200	738	146	338	309	373	363	727	137	329	361	410	331	27v	8v	107^	57^
	FRI.	8.00P	60	NBC	DN		97	94	B	11.5	19	937	1633	747	223	810	172	338	331	393	408	668	149	276	289	330	330	49	18	106	66
		8.00 - 8.30							A	12.0	20	978	1622	754	202	787	183	388	313	383	365	713	126	327	368	414	319	20v	7v	102^	56^
		8.30 - 9.00							A	12.5	21	1019	1555	656	197	681	106^	283	297	356	360	730	143	325	349	402	339	36^	11v	108^	54^
NBC MONDAY NIGHT MOVIES						8	195	191	A	16.5	25	1345	1558	752	236	852	231	425	399	423	347	577	179	306	277	245	250	69^	41^	60^	32^
	MON.	9.00P	120	NBC	FF		98	97	B	18.5	28	1508	1537	783	280	863	269	467	435	418	325	513	186	301	273	230	177	80	47	81	52
		9.00 - 9.30							A	16.5	23	1345	1613	760	240	877	239	435	400	419	367	558	171	287	252	230	255	74^	41^	104	58^
		9.30 - 10.00							A	16.6	24	1353	1552	743	216	841	228	405	388	404	357	578	182	302	272	245	253	67^	44^	66^	29^
		10.00 - 10.30							A	16.6	25	1353	1506	740	239	822	215	414	390	422	333	569	177	307	281	244	243	72^	46^	43^	27^
		10.30 - 11.00							A	16.3	27	1328	1553	758	246	863	233	444	413	450	332	598	182	326	308	261	245	66^	35^	26^	12v
NBC NEWS REPORT(S)							186		A	8.3	14	676	1710	706	217^	725	111^	245^	260^	305^	441	747	183^	343^	304^	355	385	165^	108^	73v	39v
	1 SAT.	10.00P	60	NBC	N		97																								
		10.00 - 10.30							A	8.6	15	701	1700	694	196^	712	112^	223^	245^	294^	445	761	183^	355	308^	362	392	166^	104^	61v	32v
		10.30 - 11.00							A	8.1	14	660	1680	706	229^	726	108^	262^	269^	307^	430	715	178^	321^	294^	343^	367	155^	108^	84v	47v
NBC NEWS UPDATE-M-F						48	175	174	A	14.3	22	1165	1864	771	266	844	236	411	356	362	386	639	184	320	315	295	272	115	55	266	171
	1 MTUTH	8.58P	1	NBC	N		89	89	B	13.9	22	1133	1762	754	261	821	228	400	365	373	366	592	171	293	287	277	252	115	53	234	160
	1 WED.	9.14P	1																												
	2 M-F	8.58P	1																												
NBC NEWS UPDATE-SAT.						10	178	162	A	13.3	22	1084	1801	782	235	864	209	356	355	387	428	636	114	263	278	329	322	98^	44^	203	129
	SAT.	8.58P	1	NBC	N		90	88	B	12.4	21	1011	1763	760	248	834	194	365	361	389	397	652	155	302	284	326	303	99	50	178	112
NBC NEWS UPDATE-SUN.						10	182	176	A	15.3	22	1247	2163	677	290	762	331	528	437	299	195	705	300	516	489	329	152	301	106	395	270
	SUN.	8.58P	1	NBC	N		91	90	B	15.2	22	1239	2017	689	305	763	277	460	391	328	257	684	254	442	403	327	192	222	85	348	233
NBC NEWS UPDATE-2-M-F						22	172	181	A	13.5	21	1100	2025	811	281	897	309	524	456	381	304	725	247	431	419	336	245	205	90	198	139
	1 TU&TH	9.58P	1	NBC	N		89	91	B	13.7	21	1117	1755	791	280	861	265	459	425	400	333	599	199	344	326	277	213	143	64	152	112
	2 MON.	9.54P	1																												
	2 W & F	9.58P	1																												
NBC NEWS UPDATE-2-SAT.						17	177		A	8.9	14	725	1800	714	257^	817	158^	293^	342	348	457	698	151^	292^	272^	342	372	141^	49v	144^	79v
	1 SAT.	9.58P	1	NBC	N		90		B	9.2	17	750																			
NBC NEWS UPDATE-2-SUN.						5		188	A	17.5	25	1426	2200	692	284	739	369	605	492	317	84^	865	462	741	616	374	113^	368	159^	228	187
	2 SUN.	9.52P	1	NBC	N			93	B	15.7	23	1280	1890	699	292	746	263	476	433	355	211	784	314	539	473	372	194	209	80	151	117
NBC NIGHTLY NEWS-SAT.						10	159	155	A	9.6	17	782	1499	685	200	727	126^	254	243	321	427	582	153^	261	264	275	252	39v	30v	151^	82^
	SAT.	6.30P	30	NBC	N		86	85	B	8.2	15	668	1519	666	183	738	136	258	257	339	424	645	171	288	270	307	296	36	16	100	62

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HH AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	W 18-34	W 18-49	W 25-54	W 35-64	W 55+	MEN TOTAL	M 18-34	M 18-49	M 25-54	M 35-64	M 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
NBC NIGHTLY NEWS-SUN.	4	100		A	7.4	12	603	1532	765	232^	865	150^	416	424	392^	394	535	225^	296^	229^	166^	213^	113^	50v	19v	19v
1 SUN. 6.30P 30 NBC N		64		B	7.3	12	595	1565	704	248	801	177	343	287	330	422	629	189	291	246	235	316	81	27	54	42
NBC NIGHTLY NEWS	48	209	209	A	13.2	23	1076	1658	769	207	826	176	322	289	345	454	676	167	300	295	299	335	47^	25^	109	64
M-F 6.30P 30 NBC N		99	99	B	12.6	23	1027	1561	743	202	798	155	284	278	351	454	634	152	260	256	279	332	45	22	84	57
NBC SUNDAY NIGHT MOVIE	5	204	200	A	17.3	26	1410	1944	722	288	798	370	599	492	332	144	797	394	633	545	348	142	206	70^	143	114
1 SUN. 9.00P 150 NBC FF		99	99	B	17.0	26	1386	1812	687	286	749	310	517	430	332	181	787	350	575	502	357	173	161	58	115	88
2 SUN. 9.00P 120																										
9.00 - 9.30				A	18.6	27	1516	2046	715	275	796	352	595	489	345	150	804	384	634	542	369	154	236	95	210	157
9.30 - 10.00				A	17.6	25	1434	1997	709	290	789	368	601	495	331	136	807	407	643	553	350	146	242	82^	159	129
10.00 - 10.30				A	17.2	26	1402	1912	706	283	774	371	598	489	323	119	796	408	647	545	344	128	209	64^	133	108
10.30 - 11.00				A	16.7	27	1361	1855	709	308	786	398	606	488	308	122	777	401	627	527	325	129	177	51^	115	92
11.00 - 11.30				A	16.1	29	1312	1806	797	271	871	342	569	491	379	241	771	338	580	533	338	155^	119^	31v	45v	30v
NEWSBREAK-M-F	45	173	166	A	14.9	23	1214	1976	693	281	776	256	478	419	370	253	595	201	377	348	307	180	181	76	424	262
1 M & F 8.28P 1 CBS N		91	89	B	15.7	24	1280	1860	712	276	790	260	448	400	374	279	592	212	357	335	292	188	159	64	319	199
1 TU&TH 8.58P 1																										
1 WED. 8.55P 2																										
2 M-F 8.58P 1																										
NEWSBREAK-SAT.	9	173	172	A	14.9	24	1214	2315	818	305	875	335	553	459	382	264	623	253	403	377	287	162	241	112	576	321
SAT. 8.58P 1 CBS N		93	91	B	14.2	23	1157	2246	716	261	791	333	537	440	348	214	665	285	463	422	310	153	202	79	588	345
NEWSBREAK-SUN.	10	177	176	A	21.0	30	1712	1740	730	361	811	261	397	345	359	351	592	172	298	287	286	253	183	103	154	121
1 SUN. 9.13P 1 CBS N		94	93	B	20.3	29	1654	1831	764	321	859	297	464	410	372	326	585	199	329	302	266	219	149	77	238	157
2 SUN. 8.58P 1																										
NFL FOOTBALL SPECIAL(S)			197	A	17.7	29	1443	1475	448	214	461	180	306	260	209	134^	848	347	536	541	388	258	94^	26v	72^	54^
2 THU. 9.00P 164 ABC SE			99																							
9.00 - 9.30				A	17.2	26	1402	1523	463	218	483	183	332	279	237	120^	813	311	515	498	373	263	107^	40v	120^	91^
9.30 - 10.00				A	18.4	28	1500	1503	428	232	436	165	289	260	214	119^	826	348	515	508	343	276	115^	35v	126^	93^
10.00 - 10.30				A	17.9	29	1459	1476	403	206	429	172	282	221	188	130^	885	370	558	587	400	260	84^	17v	78^	56^
10.30 - 11.00				A	17.9	30	1459	1457	428	202	451	182	312	249	207	122^	880	370	558	582	398	255	86^	24v	40v	29v
11.00 - 11.30				A	16.9	32	1377	1436	480	200	480	197	319	278	192	152^	840	340	537	547	415	240	88^	19v	28v	21v
NFL MONDAY NIGHT FOOTBALL	12	206	206	A	23.2	38	1891	1500	415	172	446	174	279	240	204	138	889	382	595	521	393	247	87	15^	78	58^
1 MON. 9.00P 197 ABC SE		99	99	B	21.8	37	1777	1552	443	193	473	185	306	268	214	141	919	391	615	542	416	248	83	19	77	55
2 MON. 9.00P 185																										
9.00 - 9.30				A	22.4	32	1826	1636	466	195	501	170	314	270	254	157	887	363	586	504	408	257	103	25^	145	114
9.30 - 10.00				A	24.9	36	2029	1594	434	190	465	151	287	256	244	147	931	397	625	536	413	256	93	20^	105	82
10.00 - 10.30				A	25.5	38	2078	1499	400	173	425	150	266	238	210	131	892	379	598	514	399	246	106	18^	76	56^
10.30 - 11.00				A	23.2	36	1891	1486	421	180	439	180	277	238	195	131	890	394	599	520	379	239	95	15v	62^	44^
11.00 - 11.30				A	22.5	40	1834	1364	356	135	386	168	232	210	154	127	855	383	579	528	364	228	76	10v	47^	35^
11.30 - 12.00				A	22.3	48	1817	1437	405	155	443	210	285	236	174	129	884	387	591	522	390	253	69	13v	41^	28^
NO MAN'S VALLEY(S)		192		A	16.4	24	1337	2161	540	327	655	316	493	343	261	143^	428	188	339	314	201	65^	234	89^	844	466
1 MON. 8.30P 30 CBS EA		99																								
NURSE	3		190	A	13.2	20	1076	1409	797	155^	872	241	440	403	371	394	371	94^	161^	175^	141^	192^	64^	51v	102^	54v
2 WED. 9.00P 60 CBS GD			97	B	13.3	20	1084	1496	842	264	930	286	467	436	405	386	423	120	199	181	193	200	43	35	100	65
9.00 - 9.30				A	12.6	19	1027	1405	799	150^	874	246	439	389	357	400	355	91^	152^	163^	134^	185^	68^	55v	108^	60^
9.30 - 10.00				A	13.9	21	1133	1393	787	157^	861	234	439	411	379	383	377	95^	164^	184^	146^	193^	59^	45v	96^	50v
ONE DAY AT A TIME	7	195	193	A	23.8	34	1940	1695	715	341	793	257	388	337	346	341	589	193	310	287	268	245	152	84	161	123
CONT'D																										

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY / START TIME / DUR / NET / PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
ONE DAY AT A TIME-CONT'D																										
1 SUN. 8.44P 30 CBS CS		99	99	B	22.6	33	1842	1704	751	308	837	268	416	373	361	351	585	203	311	284	252	239	119	72	163	115
2 SUN. 8.30P 30																										
OPEN ALL NIGHT	2	182	172	A	11.9	20	970	1837	651	236	746	252	435	365	349	245	764	365	510	406	316	189	144	87^	183	139
SAT. 8.00P 30 ABC CS		97	95	B	11.9	20	970	1837	651	236	746	252	435	365	349	245	764	365	510	406	316	189	144	87	183	139
OSMOND FAMILY SPECIAL(S)		176		A	10.1	19	823	2436	993	321	1184	451	658	453	426	472	848	336	499	446	341	288	176^	78^	228^	90^
1 THU. 8.00P 60 NBC GV		89																								
8.00 - 8.30				A	9.7	18	791	2359	939	288^	1118	391	580	394	418	491	892	356	514	453	347	311	142^	62v	207^	89^
8.30 - 9.00				A	10.5	19	856	2493	1045	351	1244	503	730	511	432	454	805	317	484	439	334	264^	200^	93^	244^	89^
PRIVATE BENJAMIN	7		185	A	17.1	24	1394	1908	707	334	772	206	442	450	425	259	643	204	405	370	357	181	171	81^	322	223
2 MON. 8.00P 30 CBS CS			99	B	17.9	27	1459	1872	736	314	801	283	470	423	371	262	597	208	365	350	303	183	182	77	292	194
QUINCY, M.E.	5		199	A	17.4	29	1418	1631	827	341	899	374	560	502	388	250	627	287	421	395	256	165^	44^	20v	61^	34v
2 WED. 10.00P 60 NBC OP			99	B	16.8	28	1369	1548	795	294	864	333	525	475	382	274	556	239	376	334	238	152	76	33	52	29
10.00 - 10.30				A	17.8	29	1451	1653	837	351	905	378	567	506	384	252	630	288	423	395	254	167	51^	24v	67^	41v
10.30 - 11.00				A	17.0	29	1386	1600	809	327	886	365	547	496	390	246	622	284	417	392	258	163^	38v	18v	54^	28v
REAL PEOPLE	9	205	213	A	18.0	28	1467	1816	801	287	870	189	356	323	385	463	717	193	336	341	343	312	91	44^	138	107
1 WED. 8.00P 90 NBC PV		99	99	B	18.5	29	1508	1729	757	271	826	207	378	362	389	387	624	161	294	293	311	271	103	51	176	131
2 WED. 8.00P 60																										
8.00 - 8.30				A	17.9	29	1459	1816	782	278	848	169	333	305	389	470	735	198	345	348	350	320	99	51^	134	103
8.30 - 9.00				A	18.7	29	1524	1773	789	282	850	176	335	312	379	460	698	168	323	328	348	310	85	48^	140	109
9.00 - 9.30				A	17.0	27	1386	1904	859	312	953	266	451	380	373	457	714	226	343	350	328	299	93^	20v	144^	110^
SEAL(S)		182		A	9.7	17	791	1867	658	268^	715	231^	466	426	319	224^	930	245^	609	611	563	254^	120^	55v	102^	70v
1 FRI. 10.00P 60 NBC A		95																								
10.00 - 10.30				A	9.8	17	799	1891	660	289^	708	220^	464	440	327	218^	947	265^	611	617	559	262^	117^	53v	119^	66v
10.30 - 11.00				A	9.5	16	774	1850	664	248^	727	246^	472	410	313	235^	920	228^	612	614	571	245^	117^	52v	86^	74v
SHANNON	4	195	185	A	12.9	22	1051	1655	709	236	783	202	437	375	401	308	664	159	323	327	368	272	106^	40^	102^	59^
WED. 10.00P 60 CBS OP		99	98	B	11.5	20	937	1558	690	231	751	184	390	367	388	301	661	173	337	340	376	254	72	33	74	46
10.00 - 10.30				A	12.8	21	1043	1656	693	235	770	197	430	367	406	305	663	166	318	324	364	277	116	47^	107^	57^
10.30 - 11.00				A	13.0	23	1060	1642	719	234	792	207	442	379	393	311	660	151	322	325	366	267	95^	33^	95^	55^
SIMON & SIMON	2	188	159	A	14.9	23	1214	1710	630	270	721	184	393	373	407	273	698	205	359	337	373	279	138	47^	153	117
TUE. 8.00P 60 CBS PD		98	93	B	14.9	23	1214	1710	630	270	721	184	393	373	407	273	698	205	359	337	373	279	138	47	153	117
8.00 - 8.30				A	14.3	22	1165	1756	633	265	725	188	384	353	391	288	719	216	367	345	380	287	146	48^	166	122
8.30 - 9.00				A	15.5	24	1263	1662	630	277	717	183	401	388	417	260	675	193	346	327	362	273	131	45^	139	113
60 MINUTES	10	203	204	A	29.4	44	2396	1667	728	291	778	193	353	353	384	363	723	203	367	375	367	298	76	19^	90	63
1 SUN. 7.14P 60 CBS DN		99	99	B	26.4	41	2152	1723	733	272	792	203	365	364	377	363	741	212	378	378	357	306	80	30	110	70
2 SUN. 7.00P 60																										
7.00 - 7.30				A	26.1	40	2127	1718	733	255	789	177	323	325	388	397	726	196	357	392	364	298	69^	9v	134	82^
7.30 - 8.00				A	30.9	45	2518	1678	744	298	790	199	362	366	390	364	740	203	372	381	378	307	68	16^	80	58
SKYWARD CHRISTMAS(S)			190	A	14.4	22	1174	1905	800	300	928	345	484	314	348	418	562	122^	268	272	276	267	111^	73^	304	152^
2 THU. 8.00P 60 NBC GD			96																							
8.00 - 8.30				A	14.1	22	1149	1913	802	296	934	339	471	304	346	435	574	130^	278	279	280	272	107^	56^	298	135^
8.30 - 9.00				A	14.8	22	1206	1876	789	300	910	347	487	321	345	394	544	114^	259	261	270	261	113^	89^	309	165^
SMURFS(S)		190		A	13.7	20	1117	2387	544	237	680	337	482	375	234	150^	504	256	399	363	202^	84^	311	60^	892	544
CONT'D																										

PROGRAM NAME / WK # DAY / START TIME / DUR / NET / PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
SMURFS(S)-CONT'D																										
1 SUN. 7.00P 60 NBC CE		98																								
7.00 - 7.30				A	12.5	19	1019	2240	526	251	636	311	432	356	220^	146^	473	249	379	342	174^	79^	303	68^	828	506
7.30 - 8.00				A	14.9	22	1214	2502	557	222	715	357	525	387	246	153^	528	261	416	383	222	85^	316	51^	943	572
STEVE MARTIN SPECIAL(S)		202		A	18.0	32	1467	1912	802	380	849	378	581	462	322	234	656	327	495	433	271	128^	253	81^	154^	126^
1 WED. 10.00P 60 NBC CV		99																								
10.00 - 10.30				A	19.8	34	1614	1909	807	410	863	370	592	478	344	233	630	311	468	414	260	124^	262	79^	154	124^
10.30 - 11.00				A	16.3	30	1328	1895	789	341	824	383	561	441	291	233	679	345	522	451	275	133^	241	84^	151^	125^
STRIKE FORCE	4	196	190	A	11.6	20	945	1635	666	286	742	307	535	432	349	168	644	225	454	417	373	154	199	79^	50^	47^
FRI. 10.00P 60 ABC OP		99	97	B	10.7	18	872	1605	669	285	735	233	461	415	403	216	650	176	388	390	389	212	158	63	62	51
10.00 - 10.30				A	11.6	20	945	1618	654	283	725	294	524	428	348	164	629	222	442	404	364	152	206	88^	58^	51^
10.30 - 11.00				A	11.6	20	945	1646	677	287	755	319	543	431	347	171	659	231	469	430	380	153	190	70^	42^	42^
TAXI	8	181		A	13.3	24	1084	2068	838	389	904	426	582	443	327	281	825	426	610	517	343	143^	226	58^	113^	105^
1 THU. 9.30P 30 ABC CS		94		B	16.7	27	1361	1667	716	328	786	378	541	435	322	191	625	319	444	388	240	138	131	66	125	88
TELEVISION INSIDE & OUT	1		172	A	11.3	19	921	1391	715	226^	722	113^	280	294	370	382	497	131^	220^	225^	210^	223^	78^	46v	94^	59v
2 SAT. 10.00P 60 NBC CC			95	B	11.3	19	921	1391	715	226	722	113	280	294	370	382	497	131	220	225	210	223	78	46	94	59
10.00 - 10.30				A	11.5	19	937	1367	702	217^	702	102^	263	284	369	374	480	116^	203^	207^	210^	225^	78^	48v	107^	65^
10.30 - 11.00				A	11.1	19	905	1404	727	230^	739	123^	294	302	367	390	509	143^	234^	242^	208^	219^	76^	45v	80^	51v
THAT'S INCREDIBLE	11	198	192	A	18.4	27	1500	1661	549	221	595	198	319	296	294	211	708	239	432	418	374	190	143	52^	215	146
MON. 8.00P 60 ABC PV		98	97	B	18.3	28	1491	1819	631	229	678	222	397	369	340	227	726	264	457	421	349	207	139	46	276	189
8.00 - 8.30				A	17.5	26	1426	1651	531	200	586	194	302	286	288	213	710	239	428	416	374	197	136	52^	219	133
8.30 - 9.00				A	19.3	28	1573	1666	562	237	600	200	332	302	298	208	708	241	436	420	374	185	147	52^	211	158
THREE'S COMPANY	8	199	199	A	22.1	33	1801	1816	697	297	772	323	510	401	305	229	515	239	347	261	193	138	302	173	227	172
TUE. 9.00P 30 ABC CS		98	99	B	23.8	35	1940	1820	706	311	790	338	531	431	331	219	544	249	375	309	224	135	259	141	227	171
THRU-MAGIC PYRAMID PT.I(S)			197	A	9.1	13	742	2522	667	338	777	439	641	361	232^	126^	808	341	601	497	393	164^	368	154^	569	395
2 SUN. 7.29P 31 NBC GD			97																							
TODAY'S FBI	6	194	199	A	15.9	23	1296	1807	719	303	774	228	465	438	383	273	782	237	490	497	464	216	139	60^	112	104
SUN. 8.00P 60 ABC OP		98	99	B	17.6	25	1434	1918	725	285	789	250	482	457	399	255	784	276	510	487	414	215	140	50	205	140
8.00 - 8.30				A	15.3	22	1247	1787	707	297	768	229	472	449	382	262	770	238	493	495	457	205	133	63^	116	109
8.30 - 9.00				A	16.5	24	1345	1819	725	306	777	227	458	427	380	281	791	235	484	497	467	229	144	57^	107	101
TOO CLOSE FOR COMFORT	7	202	199	A	21.0	31	1712	1761	725	323	812	343	569	433	331	215	552	285	396	314	190	110	235	145	162	125
TUE. 9.30P 30 ABC CS		98	99	B	21.9	33	1785	1748	716	320	799	346	551	444	338	206	555	267	395	325	220	124	228	126	166	124
TRAPPER JOHN, M.D.	8	188	191	A	18.9	30	1540	1584	782	305	859	309	468	382	327	355	542	165	266	280	248	216	114	65^	69^	61^
1 SUN. 10.14P 60 CBS GD		97	97	B	20.3	34	1654	1540	777	296	867	281	458	398	371	355	527	177	285	277	231	201	96	48	50	38
2 SUN. 10.00P 60																										
10.00 - 10.30				A	18.0	27	1467	1625	777	333	858	292	409	307	286	428	567	141^	226	247	237	272	121^	56^	79^	58^
10.30 - 11.00				A	18.8	30	1532	1572	769	305	852	306	462	382	326	351	548	169	272	291	252	215	111	65^	61^	55^
TV CENSORED BLOOPERS(S)			193	A	16.7	29	1361	1800	799	302	850	331	553	497	400	218	650	224	391	401	322	178	131^	58^	169^	117^
2 FRI. 10.00P 60 NBC CV			98																							
10.00 - 10.30				A	16.0	27	1304	1816	789	295	845	315	542	492	412	222	660	218	389	400	329	189	134^	51^	177^	118^
10.30 - 11.00				A	17.3	30	1410	1786	812	310	855	348	562	502	386	214	639	226	391	404	317	168	130^	65^	162^	114^
TWO OF US	7		182	A	16.1	23	1312	1760	705	327	784	224	456	467	422	259	604	215	396	371	305	169^	96^	60^	276	168^
2 MON. 8.30P 30 CBS CS			99	B	16.3	23	1328	1758	753	320	811	280	471	434	387	262	561	204	337	323	267	178	153	74	233	154

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY / START TIME / DUR / NET / PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
WALT DISNEY	11	192	187	A	17.2	28	1402	2356	817	294	872	328	554	479	384	259	618	238	384	358	290	172	226	97	640	339
SAT. 8.00P 60 CBS FV		98	97	B	16.9	28	1377	2255	705	249	778	314	512	442	347	218	643	264	429	399	302	165	201	79	633	369
8.00 - 8.30				A	16.5	27	1345	2349	826	289	883	329	550	482	383	272	611	226	371	350	289	179	226	92	629	321
8.30 - 9.00				A	17.9	29	1459	2358	809	297	863	327	558	474	385	250	620	252	396	364	288	162	222	100	653	356
WKRP IN CINCINNATI	8		186	A	13.7	21	1117	1632	745	304	795	261	445	384	356	302	527	199^	279	280	207^	185^	97^	48v	213	146^
2 WED. 8.30P 30 CBS CS			99	B	16.6	25	1353	1753	674	265	733	284	454	384	321	226	566	250	382	333	239	149	162	72	292	203
•LATE FRINGE																										
ABC NEWS:NIGHTLINE-MON	10	189	189	A	4.1	22	334	928	267^	120^	297^	84v	123^	96^	102^	171^	592	200^	298^	317^	276^	231^	39v	LT	LT	LT
1 MON. 1.00A 30 ABC N		97	97	B	4.1	22	334	1101	356	168	413	151	259	215	180	126	653	249	415	333	280	204	35	LT	LT	LT
2 MON. 12.42A 42																										
1.00 - 1.30				A	3.8	22	310	848	265^	139^	307^	116^	142^	100^	80v	165^	525	135^	258^	297^	251^	206^	16v	LT	LT	LT
ABC NEWS:NIGHTLINE-T-F	36	186	186	A	7.0	19	571	1496	718	249	763	229	436	388	406	273	660	235	464	385	348	187	59^	18v	14v	14v
1 TU-F 11.30P 30 ABC N		96	96	B	6.7	19	546	1386	613	225	658	199	361	331	336	237	650	214	383	345	324	222	63	16	15	11
2 TUWF 11.30P 30																										
ABC NEWS:NIGHTLINE-THU(B)			188	A	3.7	16	302	1351	440^	185v	446^	138v	236^	231^	242^	162v	761^	258^	545^	437^	447^	166v	144v	LT	LT	LT
2 THU. 12.21A 30 ABC N			97																							
ABC WEEKEND REPORT-SAT.	10	167	168	A	6.2	12	505	1436	645	230^	660	225^	419	375	266	216^	660	363	513	390	233^	147^	116^	38v	LT	LT
SAT. 11.00P 15 ABC N		90	91	B	6.1	13	497	1466	621	195	666	210	349	349	302	238	658	284	441	376	273	169	84	43	58	45
ABC WEEKEND REPORT-SUN.	10	171	173	A	6.2	12	505	1331	628	233^	656	153^	404	447	390	209^	600	142^	402	440	381	160^	41v	10v	34v	18v
SUN. 11.00P 15 ABC N		93	93	B	5.0	12	408	1356	533	185	561	212	357	318	260	162	714	261	501	504	358	163	61	29	20	LT
CBS SUNDAY NEWS-OSGOOD	11	127	131	A	7.2	14	587	1322	700	301	773	263	381	321	312	349	470	107^	185^	199^	193^	246	62^	43v	17v	17v
1 SUN. 11.14P 15 CBS N		72	72	B	6.2	13	505	1376	694	196	744	177	312	307	339	382	578	169	304	290	259	243	48	20	LT	LT
2 SUN. 11.00P 15																										
FANTASY ISLAND-12.00	10	160	159	A	2.7	13	220	1173	585	231^	667	249^	449^	337^	332^	177^	373^	237^	355^	218^	118v	LT	110v	110v	23v	LT
TUE. 12.00M 68 ABC A		92	90	B	2.9	15	236	997	415	184	497	229	342	267	207	121	421	255	344	252	136	65	74	47	LT	LT
12.00 - 12.30				A	3.0	12	245	1212	555	260^	665	257^	445^	319^	274^	179^	383^	225^	356^	249^	131^	27v	118v	118v	46v	LT
12.30 - 1.00				A	2.6	14	212	1226	645	216^	706	254^	486^	386^	401^	179^	397^	275^	383^	194^	108v	LT	123v	123v	LT	LT
FRIDAYS	9	172	171	A	5.0	18	408	1711	586	160^	652	334	504	391	282^	101^	751	458	698	467	284^	52v	290^	166^	18v	18v
FRI. 12.00M 71 ABC GV		95	95	B	4.8	18	391	1552	552	259	616	337	516	357	247	68	643	395	534	402	203	79	264	115	29	27
12.00 - 12.30				A	5.7	18	465	1815	582	178^	668	307	510	401	312	118^	824	517	739	468	293	85^	307	144^	16v	16v
12.30 - 1.00				A	4.7	18	383	1676	573	138^	633	333	477	380	270^	89^	684	417	660	449	262^	24v	338	222^	21v	21v
FRIDAYS-PART 2	8	172	171	A	3.7	18	302	1407	678	155^	678	440	589	411	238^	62v	686	332^	650	540	354^	LT	43v	43v	LT	LT
1 FRI. 1.11A 6 ABC GV		95	95	B	3.7	18	302	1297	522	251	538	302	470	314	208	54	561	320	513	404	236	26	188	82	LT	LT
2 FRI. 1.11A 9																										
LATE MOVIE I	59	161	161	A	6.8	22	554	1363	613	255	698	284	492	407	353	161	548	217	371	360	275	107	90^	40^	27v	20v
1 MON. 11.30P 72 CBS FF		88	88	B	6.0	21	489	1344	656	258	753	309	508	432	354	176	520	232	365	324	237	110	54	26	17	14
1 TUE. 11.30P 73																										
1 WED. 11.30P 68																										
1 THU. 11.30P 71																										
1 FRI. 11.30P 69																										
2 M & TH 11.30P 72																										
2 TUE. 11.30P 69																										
2 WED. 11.30P 71																										
2 FRI. 11.30P 74																										
CONT'D																										

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
LATE FRINGE CONT'D																										
LATE MOVIE I-CONT'D																										
11.30 - 12.00				A	7.3	20	595	1430	641	275	741	302	506	421	367	183	545	219	377	360	270	108	112	52^	32^	24v
12.00 - 12.30				A	6.5	23	530	1358	605	256	690	279	502	412	355	148	559	220	377	371	281	107^	78^	32^	31^	23v
LATE MOVIE II	59	161	161	A	4.3	23	350	1280	492	203	586	262	466	377	292	81^	591	254	411	404	289	99^	80^	43v	23v	20v
1 MON. 12.42A 45 CBS FF		89	88	B	4.0	24	326	1223	522	202	627	293	466	368	280	106	519	244	392	342	240	84	60	29	17	LT
1 TUE. 12.43A 49																										
1 WED. 12.38A 43																										
1 THU. 12.41A 45																										
1 FRI. 12.39A 51																										
2 MON. 12.42A 44																										
2 TUE. 12.39A 43																										
2 WED. 12.41A 44																										
2 THU. 12.42A 47																										
2 FRI. 12.44A 42																										
12.30 - 1.00				A	4.6	21	375	1419	471	153^	561	242	463	393	252	98^	723	256	453	472	343	158	82^	44^	53^	48^
1.00 - 1.30				A	4.0	24	326	1252	463	202	565	252	451	371	285	71^	596	264	424	415	292	95^	73^	49^	18v	18v
LOVE BOAT-12.00	10	163	163	A	4.5	18	367	1128	606	328^	704	350	456	333	302^	194^	382	200^	279^	189^	133^	103^	42v	32v	LT	LT
WED. 12.00M 68 ABC CS		92	92	B	3.4	17	277	1059	507	196	552	252	379	286	237	133	437	220	303	237	152	115	67	44	LT	LT
12.00 - 12.30				A	4.4	15	359	1242	602	318^	696	347	465	343	291^	181^	465	264^	348	259^	153^	117^	81v	53v	LT	LT
12.30 - 1.00				A	4.6	21	375	1043	613	321^	699	336	430	314^	315^	214^	323	152^	224^	123^	117^	99^	21v	21v	LT	LT
NBC LATE NIGHT MOVIE	10	57	57	A	2.2	9	179	1073	526^	191^	576^	363^	363^	212^	124v	213^	497^	273^	379^	306^	106v	118v	LT	LT	LT	LT
1 SUN. 12.00M 80 NBC FF		42	41	B	1.9	6	155	962	427	179	499	251	327	219	187	153	420	237	314	246	111	83	33	LT	LT	LT
2 SUN. 11.30P 47																										
11.30 - 12.00				A	2.5	7	204	1319	696^	93v	696^	367^	367^	152v	LT	329^	623^	319^	353^	353^	34v	270v	LT	LT	LT	LT
12.00 - 12.30				A	2.4	9	196	985^	567^	204v	633^	373^	373^	307v	260v	260v	352^	122v	250v	128v	128v	102v	LT	LT	LT	LT
12.30 - 1.00				A	1.7	9	139	1151^	504^	310v	590^	381v	381v	294v	209v	209v	561^	316v	467^	259v	151v	94v	LT	LT	LT	LT
1.00 - 1.30				A	1.6	10	130	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
SATURDAY NIGHT	9	207	209	A	9.1	25	742	1472	477	212	517	245	333	259	176	124^	616	315	472	362	240	113^	295	199	44^	41v
1 SAT. 11.30P 77 NBC GV		98	99	B	8.0	24	652	1581	528	272	585	281	428	318	239	122	689	395	563	422	255	85	241	121	66	60
2 SAT. 11.30P 79																										
11.30 - 12.00				A	9.9	24	807	1545	583	242	621	255	369	294	213	191	587	279	418	341	232	127^	293	195	44^	44^
12.00 - 12.30				A	9.0	26	734	1471	428	205	471	237	316	231	160^	99^	649	330	521	403	269	98^	291	208	60^	51^
SCTV COMEDY NETWORK	8	186	188	A	3.3	16	269	1275	456	222^	508	330^	353^	108v	75v	148^	591	409^	562	324^	153^	29v	157^	71v	19v	19v
1 FRI. 12.30A 90 NBC GV		94	97	B	3.0	14	245	1229	501	152	522	302	365	213	135	139	626	406	558	342	189	60	68	LT	LT	LT
2 FRI. 12.30A 88																										
12.30 - 1.00				A	4.3	16	350	1234	550	291^	568	334^	356	174^	105^	194^	579	396	536	288^	140^	43v	87v	49v	LT	LT
1.00 - 1.30				A	3.2	15	261	1307	422^	230^	448^	315^	315^	39v	18v	133^	548	391^	514	303^	123^	34v	288^	134^	23v	23v
1.30 - 2.00				A	2.6	16	212	1208	298^	99v	448^	320^	367^	70v	86v	81v	604	411^	604	372^	193^	LT	118v	38v	38v	38v
TOMORROW COAST TO COAST-1	40	185	186	A	2.8	14	228	1268	642	202^	694	273	382	276	246^	295	509	202^	303	268	241^	149^	43v	LT	22v	LT
M-TH 12.30A 30 NBC CC		93	93	B	2.7	14	220	1171	606	174	639	199	333	296	291	265	493	219	339	269	206	122	23	LT	LT	LT
TOMORROW COAST TO COAST-2	40	187	187	A	1.9	14	155	1084	568	181^	568	227^	284^	193^	168^	271^	446	155^	219^	233^	193^	136^	51v	LT	LT	LT
1 M & TH 1.00A 56 NBC CC		93	93	B	1.8	14	147	995	501	138	507	166	252	210	209	224	457	211	308	258	170	110	LT	LT	LT	LT
1 TUE. 1.00A 57																										
1 WED. 1.00A 55																										
2 MTUTH 1.00A 56																										
2 WED. 1.00A 57																										
1.00 - 1.30				A	2.2	14	179	1168	597	219^	604	251^	319^	201^	190^	275^	486	179^	263^	268^	218^	139^	55v	LT	LT	LT
1.30 - 2.00				A	1.7	14	139	928	469	94v	476	166^	217^	172^	130^	253^	388^	122^	173^	187^	165^	129^	42v	LT	LT	LT

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
LATE FRINGE CONT'D																										
TONIGHT SHOW	49	211	211	A	7.2	22	587	1414	724	252	782	287	431	371	298	300	555	217	338	299	229	172	63^	32^	14v	11v
M-F 11.30P 60 NBC GV		99	99	B	6.6	22	538	1341	681	200	725	237	388	337	310	291	545	223	352	289	221	163	53	17	18	10
11.30 - 12.00				A	8.0	22	652	1443	735	253	792	290	443	386	313	294	570	223	340	303	226	182	63^	31^	18v	15v
12.00 - 12.30				A	6.4	22	522	1347	700	244	750	273	404	347	271	302	530	210	328	288	226	159	59^	33^	LT	LT
VEGA$-12.00	9	156		A	3.8	15	310	1274	404^	203^	458^	258^	322^	255^	200^	103v	758^	274^	696^	646^	484^	22v	58v	58v	LT	LT
1 THU. 12.00M 69 ABC PD		91		B	3.1	15	253	1174	462	196	526	219	360	298	242	120	581	223	451	394	316	92	64	23	LT	LT
12.00 - 12.30				A	3.7	13	302	1354	355^	173v	408^	197v	286^	218^	211^	89v	881	318^	781^	731^	563^	54v	65v	65v	LT	LT
12.30 - 1.00				A	3.9	17	318	1327	465^	238^	537^	342^	402^	309^	195^	97v	727^	237^	686^	644^	490^	LT	63v	63v	LT	LT
•WEEKDAY DAYTIME																										
ABC AFTERSCHOOL SPECIAL(S)			195	A	8.1	22	660	1647	532	132^	573	178^	348^	270^	259^	196^	331^	133^	173^	125^	125^	114^	266^	188^	477	279^
2 WED. 4.30P 60 ABC FV			97																							
4.30 - 5.00				A	7.6	22	619	1712	556	161^	609	222^	397	305^	238^	195^	306^	132^	147^	106^	97^	115^	217^	172^	580	320^
5.00 - 5.30				A	8.6	22	701	1566	505	104^	530	134^	297^	235^	271^	195^	346	131^	191^	138^	149^	111^	307^	203^	383	241^
ABC DAYTIME NEWSBRIEF-M-F	49	173	176	A	8.8	30	717	1370	809	247	903	435	624	459	298	242	266	144	185	116	82	67^	110	81^	91	34^
M-F 1.57P 2 ABC N		93	94	B	9.3	33	758	1291	827	227	910	459	649	480	296	226	223	116	164	119	80	46	78	60	80	29
AFTERNOON PLAYHOUSE(S)		144		A	3.0	9	245	1661	395^	LT	534^	212v	388^	254^	303^	146v	535^	207v	330^	221v	269^	115v	103v	69v	489^	363^
1 THU. 2.30P 60 CBS CL		81																								
2.30 - 3.00				A	3.0	9	245	1592	392^	LT	506^	229v	371^	241v	277^	135v	576^	269^	376^	209v	250^	114v	98v	98v	412^	359^
3.00 - 3.30				A	3.0	9	245	1702	397^	LT	560^	193v	400^	265^	326^	160v	482^	143v	281^	233v	286^	106v	101v	36v	559^	360^

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOTAL	TEENS FEM.	CHILDREN TOTAL	CHILDREN 6-11
AFTERNOON PLAYHOUSE(S)			144	A	5.7	14	465	1333	612	188^	648	193^	340^	310^	311^	248^	369^	120v	178^	140^	126v	191^	122v	62v	194^	149^
2 TUE. 4.30P 60 CBS CL			82																							
4.30 - 5.00				A	5.1	14	416	1195	574	176^	574	141v	252^	288^	265^	260^	351^	67v	112v	90v	126v	239^	92v	51v	178^	135v
5.00 - 5.30				A	6.3	15	513	1425	632	193^	696	233^	404^	321^	339^	235^	379^	161^	227^	175^	124^	152^	145^	70v	205^	158^
ALICE-M-F	47	160	158	A	4.9	25	399	1313	634	200	719	336	513	419	279	178	279	69^	130^	105^	140^	133^	57^	18v	258	65^
1 M-W 10.30A 30 CBS CS		88	87	B	4.8	25	391	1272	616	158	697	332	467	365	256	197	280	114	154	95	109	111	88	32	207	80
2 M-F 10.30A 30																										
ALL MY CHILDREN	49	193	200	A	9.3	32	758	1338	799	241	878	411	599	448	303	243	269	130	174	113	85	80	102	81	89	32^
M-F 1.00P 60 ABC DD		97	99	B	9.6	35	782	1287	826	234	905	448	643	471	307	228	223	111	157	113	80	54	77	61	82	29
1.00 - 1.30				A	8.9	31	725	1327	795	224	869	398	588	439	305	248	275	126	173	112	88	88	92	76^	91	31^
1.30 - 2.00				A	9.7	33	791	1325	800	257	882	423	608	453	299	237	254	127	170	107	80	73^	107	84	82	29^
ANOTHER WORLD	44	204	205	A	4.7	17	383	1209	841	135^	925	340	470	407	313	421	222	54^	78^	52^	79^	139^	15v	LT	47^	19v
1 MTUWF 2.00P 60 NBC DD		99	99	B	4.4	16	359	1237	867	153	947	355	477	401	333	434	228	53	79	53	90	142	20	LT	42	16
2 M-F 2.00P 60																										
2.00 - 2.30				A	4.8	17	391	1215	849	138^	930	350	483	419	310	414	231	57^	83^	53^	82^	141^	13v	LT	41^	15v
2.30 - 3.00				A	4.6	16	375	1173	818	125^	899	321	445	383	308	425	205	51^	72^	45^	72^	133^	18v	13v	51^	18v
AS THE WORLD TURNS	48	198	198	A	7.6	27	619	1155	730	125	842	173	331	310	365	445	267	46^	70^	78^	104	173	36^	31^	10v	LT
1 MTUWF 1.30P 60 CBS DD		99	99	B	6.8	25	554	1226	777	151	885	182	344	337	397	475	282	55	78	75	119	180	34	23	25	9
2 M-F 1.30P 60																										
1.30 - 2.00				A	7.3	26	595	1183	756	140	866	182	350	316	380	451	281	53^	76^	89^	115	175	26^	23v	10v	LT
2.00 - 2.30				A	7.7	28	628	1137	721	111	831	164	313	307	356	449	254	38^	63^	66^	96	174	42^	35^	10v	LT
BATTLESTARS	28	174	170	A	4.2	18	342	1254	781	120^	805	132^	250	254	342	483	293	59^	109^	102^	96^	173	42v	LT	114^	26v
1 MTUWF 11.30A 30 NBC QG		91	91	B	3.9	18	318	1280	809	155	839	154	272	249	352	508	344	63	117	104	106	217	28	LT	69	23
2 M-F 11.30A 30																										

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKDAY DAYTIME CONT'D																										
BLOCKBUSTERS	47	148	147	A	3.6	17	293	1235	815	106^	846	167^	303	290	351	495	232	38v	93^	95^	99^	130^	61^	LT	96^	24v
1 MTUWF 10.30A 30 NBC QG		82	82	B	3.5	18	285	1236	779	96	828	213	321	302	334	449	312	55	137	149	149	152	33	LT	63	19
2 M-F 10.30A 30																										
CBS LIBRARY(S)		151		A	3.1	9	253	1648	442^	LT	540^	161v	356^	282^	333^	184v	664^	210v	463^	308^	296^	201v	103v	103v	341^	234v
1 THU. 1.30P 60 CBS CL		85																								
1.30 - 2.00				A	3.1	9	253	1447	332^	LT	411^	130v	297^	230v	226v	114v	541^	146v	363^	256^	217v	178v	83v	83v	412^	253^
2.00 - 2.30				A	3.2	9	261	1770	530^	LT	637^	184v	394^	316^	418^	243^	758^	260^	540^	345^	365^	218v	114v	114v	261^	207v
CBS NFL FTBL PRE-THU.(S)		196		A	7.6	22	619	1910	510	128^	594	158^	296^	195^	319^	281^	1016	224^	436	471	592	426	155^	43v	145^	84v
1 THU. 3.30P 30 CBS SC		99																								
CBS NFL FTBL GM.-THU.(S)		201		A	20.9	54	1703	2240	516	150	592	211	357	300	296	195	1277	430	811	757	695	347	217	56^	154	134^
1 THU. 4.00P 180 CBS SE		99																								
4.00 - 4.30				A	18.3	53	1491	2176	471	140^	537	176	333	263	290	189	1268	389	757	729	685	402	206	42^	165	141^
4.30 - 5.00				A	21.0	57	1712	2265	453	120^	506	175	313	268	272	170	1364	390	863	858	811	363	210	34^	185	154
5.00 - 5.30				A	21.5	57	1752	2344	575	154	666	237	413	345	342	206	1259	410	771	743	699	349	286	80^	133^	126^
5.30 - 6.00				A	20.4	53	1663	2191	525	139^	588	202	331	292	298	206	1249	441	811	732	670	322	249	79^	105^	98^
6.00 - 6.30				A	21.3	52	1736	2243	529	167	596	206	332	300	289	211	1290	469	839	750	677	343	176	39^	181	159
6.30 - 7.00				A	22.5	51	1834	2239	536	178	649	259	409	326	292	193	1257	489	833	741	633	316	175	59^	158	134
CHILDRENS MYSTERY THEATRE(S)		184		A	7.3	24	595	1360	437	156^	525	202^	313^	337^	221^	174^	187^	56v	91v	85v	65v	96v	298^	166^	350^	216^
1 FRI. 11.00A 60 CBS CA		97																								
11.00 - 11.30				A	7.1	23	579	1485	483	154^	564	233^	347^	355^	224^	183^	202^	82v	125^	115^	68v	77v	317^	176^	402^	256^
11.30 - 12.00				A	7.4	24	603	1244	391^	158^	487	173^	281^	322^	218^	165^	173^	30v	59v	59v	65v	114^	282^	157^	302^	177^
DAYS OF OUR LIVES	46	208	208	A	5.4	19	440	1305	884	150	974	328	466	423	334	453	252	73^	102^	61^	96^	144	29v	20v	50^	27v
1 MTUWF 1.00P 60 NBC DD		99	99	B	5.0	18	408	1277	878	137	970	334	449	392	353	476	240	51	84	63	111	149	29	20	38	19
2 M-F 1.00P 60																										
1.00 - 1.30				A	5.2	19	424	1321	886	144	981	321	465	420	342	462	259	75^	103^	66^	104^	148	29v	19v	52^	29v
1.30 - 2.00				A	5.6	20	456	1283	879	141	968	334	467	426	328	446	250	73^	103^	60^	91^	140	23v	17v	42^	23v
DOCTORS	48	177	177	A	3.6	14	293	1270	850	147^	867	287	378	366	320	436	273	85^	105^	75^	103^	150^	38v	17v	92^	27v
1 MTUWF 12.30P 30 NBC DD		88	88	B	3.2	13	261	1270	839	164	914	334	416	338	317	461	286	69	97	78	124	179	21	LT	49	21
2 M-F 12.30P 30																										
EDGE OF NIGHT	44	152	156	A	4.8	15	391	1271	770	240	834	251	468	417	391	328	212	86^	131^	55^	98^	81^	130^	112^	95^	54^
1 M-TH 4.00P 30 ABC DD		81	80	B	5.1	16	416	1316	752	258	859	343	514	421	334	299	216	91	134	87	98	75	134	118	107	56
2 M-F 4.00P 30																										
FAMILY FEUD	49	168	172	A	6.7	25	546	1304	636	178	690	246	335	259	273	298	410	173	262	194	156	138	96^	58^	108	49^
M-F 12.00N 30 ABC QP		88	90	B	6.3	26	513	1286	719	172	783	302	431	327	300	308	308	109	172	140	117	122	64	39	131	54
FAMOUS CLASSIC TALES-THU.(S)		161		A	4.7	12	383	1736	587^	73v	590^	149v	345^	275^	287^	232^	653	142v	383^	356^	326^	202^	152v	96v	341^	243^
1 THU. 12.30P 60 CBS CA		90																								
12.30 - 1.00				A	5.2	14	424	1802	669	81v	669	168^	348^	282^	304^	300^	601	113v	320^	304^	316^	205^	168^	105v	364^	234^
1.00 - 1.30				A	4.3	11	350	1583	466^	57v	466^	114v	323^	248^	255^	143v	692	177^	448^	402^	325^	190^	117v	76v	308^	250^
FAMOUS CLASSIC TALES-FRI.(S)		159		A	7.0	25	571	1250	381^	102v	468	225^	323^	266^	173^	70v	170^	81v	81v	81v	36v	89v	204^	97v	408^	333^
1 FRI. 10.00A 60 CBS CA		89																								
10.00 - 10.30				A	6.3	23	513	1232	402^	113v	511	254^	346^	264^	167^	90v	194^	84v	84v	84v	53v	110v	110v	46v	417^	336^
10.30 - 11.00				A	7.7	26	628	1258	364^	91v	432	201^	303^	266^	177^	54v	149^	76v	76v	76v	24v	73v	277^	135^	400	330^
GENERAL HOSPITAL	47	198	200	A	11.1	35	905	1361	780	203	858	412	609	483	327	205	207	89	131	89	73	61^	193	141	103	65
1 M-TH 3.00P 60 ABC DD		99	99	B	11.8	38	962	1309	790	194	857	432	611	465	298	212	190	88	122	84	66	58	166	124	96	58
CONT'D																										

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPFCIFIED CATEGORIES

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKDAY DAYTIME CONT'D																										
GENERAL HOSPITAL-CONT'D																										
2 M-F 3.00P 60																										
3.00 - 3.30				A	10.7	35	872	1335	795	207	869	418	618	487	330	207	202	90	130	85	68	60^	163	118	101	64^
3.30 - 4.00				A	11.5	35	937	1369	767	194	841	404	594	476	318	203	207	86	130	87	76	62^	219	162	102	65
GOOD MORNING, AMERICA-730	49	203	204	A	5.1	29	416	1435	740	210	772	211	395	370	370	330	485	93^	161	181	285	242	98^	19v	80^	48^
M-F 7.30A 30 ABC N		99	99	B	5.2	29	424	1383	797	189	813	228	407	384	365	341	430	116	171	152	205	209	52	13	88	49
GOOD MORNING, AMERICA-830	49	201	202	A	5.4	26	440	1223	731	205	757	175	357	362	373	353	359	55^	129^	152	190	177	34v	LT	73^	28v
M-F 8.30A 30 ABC N		98	98	B	5.2	26	424	1189	774	168	795	187	383	380	390	359	321	68	131	119	151	168	19	LT	54	15
GUIDING LIGHT	49	192	193	A	8.3	26	676	1240	756	150	857	217	398	380	404	378	267	76^	100	94	94	144	73^	50^	43^	33^
1 MTUWF 3.00P 60 CBS DD		99	99	B	7.6	25	619	1293	784	169	906	226	415	402	432	410	252	71	102	92	104	130	77	54	58	36
2 M-F 3.00P 60																										
3.00 - 3.30				A	8.1	27	660	1214	759	144	856	210	385	368	397	396	262	70^	93	93	95	144	66^	44^	30^	21v
3.30 - 4.00				A	8.5	26	693	1235	742	149	848	224	407	383	403	359	258	76^	98	89	90	139	76^	54^	53^	40^
LAS VEGAS GAMBIT	42	127		A	2.9	14	236	1415	800	191^	813	195^	250^	259^	250^	508	250^	30v	119v	119v	114v	131^	123v	25v	229^	101v
1 MTUWF 10.00A 30 NBC QG		76		B	2.4	13	196	1344	822	105	862	249	347	313	317	461	329	66	138	137	133	176	42	LT	111	34
LOVE BOAT DAYTIME	48	177	185	A	6.1	25	497	1294	530	235	579	279	414	302	233	145	419	201	299	201	171	115^	109^	63^	187	99^
M-F 11.00A 60 ABC CS		93	94	B	5.7	27	465	1258	610	195	656	332	477	354	243	155	301	163	229	153	108	65	101	62	200	84
11.00 - 11.30				A	5.7	24	465	1243	529	237	573	264	397	302	242	150	399	198	286	189	160	109^	96^	55^	175	95^
11.30 - 12.00				A	6.4	26	522	1331	534	232	587	296	434	306	226	138	430	205	306	211	177	116	112	64^	202	103^
MACYS THANKSGIVING PARADE(S)		209		A	14.9	38	1214	1862	666	253	754	227	412	368	311	300	607	187^	358	325	290	216	151^	86^	350	180^
1 THU. 9.00A 180 NBC AC		99																								
9.00 - 9.30				A	11.3	34	921	1749	670	189^	752	206^	353	317	294	364	563	137^	306	289	294	213^	79^	62v	355	194^
9.30 - 10.00				A	14.1	37	1149	1888	718	238	785	242	455	413	341	289	598	181^	366	321	293	198^	124^	95^	381	215
10.00 - 10.30				A	15.7	38	1280	1858	635	275	725	230	401	342	311	279	570	180^	334	290	270	211	160^	99^	403	222
10.30 - 11.00				A	15.6	37	1271	1820	666	268	736	215	395	360	291	294	581	179^	339	316	260	219	187	104^	316	158^
11.00 - 11.30				A	16.3	39	1328	1900	641	253	755	230	420	376	304	295	633	198	374	344	296	222	163^	80^	349	165^
11.30 - 12.00				A	16.4	39	1337	1904	671	273	773	236	432	384	320	303	675	226	413	377	326	224	159^	71^	297	138^
MORNING-KURALT & SAWYER	48	175	179	A	2.6	14	212	1231	661	141^	685	142^	265^	320	386	317	377	80^	183^	180^	217^	179^	32v	LT	137^	48v
M-F 7.30A 90 CBS N		97	98	B	2.4	13	196	1271	616	139	643	128	258	306	347	308	411	91	183	188	213	196	46	LT	171	58
7.30 - 8.00				A	2.4	14	196	1204	541	153^	551	97^	224^	255^	311	275^	388	82^	174^	189^	229^	184^	56v	LT	209^	67v
8.00 - 8.30				A	2.5	13	204	1245	701	142^	716	143^	270^	347	416	329	367	64v	182^	167^	215^	185^	24v	LT	138^	49v
8.30 - 9.00				A	2.9	14	236	1225	733	119^	755	174^	288	352	415	335	373	84^	186^	174^	203^	179^	25v	LT	72^	25v
NCAA FOOTBALL SPECIAL(S)		208		A	11.6	30	945	1404	371	189^	378	117^	250^	229^	215^	105^	818	299	515	484	433	250^	75^	41v	133^	84^
1 FRI. 3.00P 199 ABC SE		99																								
3.00 - 3.30				A	10.4	30	848	1348	417	233^	417	168^	304	263^	184^	104^	709	256^	487	414	396	198^	81^	81^	141^	87^
3.30 - 4.00				A	11.2	31	913	1341	391	218^	391	120^	282	253^	224^	90^	758	270	498	434	422	234^	60v	60v	132^	72^
4.00 - 4.30				A	12.0	34	978	1328	321	164^	321	70^	226^	224^	216^	70^	841	319	518	494	432	276	55v	23v	111^	82^
4.30 - 5.00				A	10.6	29	864	1365	348	171^	348	94^	228^	205^	207^	90^	849	344	521	507	425	271^	57v	35v	111^	60v
5.00 - 5.30				A	12.4	30	1011	1439	337	185^	361	113^	218^	198^	200^	117^	851	310	518	520	443	259	94^	31v	133^	86^
5.30 - 6.00				A	12.9	29	1051	1492	361	169^	361	120^	226	203^	200^	117^	867	292	546	544	472	242	99^	24v	165^	104^
NEWSBREAK-11.57	46	167	166	A	6.1	27	497	1278	690	100^	797	199	358	326	298	412	354	92^	120	96^	114^	213	34^	12v	93^	20v
1 M-W 11.57A 2 CBS N		89	89	B	5.9	27	481	1242	689	130	779	231	363	306	301	373	331	99	133	97	117	183	44	14	88	28
2 M-F 11.57A 2																										
NEWSBREAK-3.57	49	176	177	A	6.6	20	538	1201	716	146	823	227	411	401	406	324	232	69^	93^	79^	80^	131	84^	53^	62^	50^
1 MTUWF 3.57P 2 CBS N		95	95	B	6.3	20	513	1238	740	156	866	223	398	396	418	372	220	66	100	83	86	112	89	61	63	40
2 M-F 3.57P 2																										

PROGRAM NAME	WK # DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKDAY DAYTIME CONT'D																															
NFL '81 NBC-THU(S)							197		A	13.9	36	1133	1906	447	166^	459	99^	200^	213	171^	246	1026	443	700	582	465	259	191^	41v	230	120^
	1 THU.	12.00N	30	NBC	SC		96																								
NFL FOOTBALL GAME NBC-THU(S)							217		A	20.6	55	1679	1909	392	108^	448	147	250	199	177	183	1170	416	758	721	611	317	154	41^	137^	76^
	1 THU.	12.30P	191	NBC	SE		99																								
		12.30 - 1.00							A	18.1	48	1475	1828	413	141^	424	117^	225	221	163	192	1082	381	702	659	555	297	152^	39v	170	93^
		1.00 - 1.30							A	20.4	53	1663	1891	365	140^	429	148	238	197	159	179	1133	431	766	732	575	278	171	40^	158	79^
		1.30 - 2.00							A	22.3	56	1817	1872	354	106^	428	136	217	168	171	191	1159	432	749	709	596	319	168	42^	117^	48^
		2.00 - 2.30							A	20.8	55	1695	1975	431	97^	494	170	271	203	199	202	1205	463	769	732	594	338	144	38^	132^	67^
		2.30 - 3.00							A	21.2	58	1728	1973	400	78^	462	162	276	205	181	170	1233	448	797	758	631	323	152	42^	126^	76^
		3.00 - 3.30							A	20.9	59	1703	1931	402	93^	457	139	266	207	193	173	1207	367	763	730	678	348	148	49^	119^	88^
NFL FOOTBALL POST NBC-THU(S)							209		A	11.3	34	921	1950	391	107^	442	134^	265	226^	203^	144^	1176	325	782	753	699	324	171^	67^	161^	122^
	1 THU.	3.41P	19	NBC	SC		96																								
ONE DAY AT A TIME-M-F						45	129	130																							
	1 M-W	10.00A	30	CBS	CS		78	78	A	3.6	19	293	1065	529	181^	591	257	393	307	231	157^	205	34v	68^	68^	89^	137^	75^	27v	194^	52v
	2 M-F	10.00A	30						B	3.3	17	269	1169	568	145	631	280	409	320	240	187	267	99	139	94	114	114	98	44	173	66
ONE LIFE TO LIVE						49	195	200	A	9.0	31	734	1304	820	239	888	437	620	459	313	220	248	121	161	95	74^	75^	92	81	76^	33^
	M-F	2.00P	60	ABC	DD		97	99	B	9.8	35	799	1243	836	216	897	448	628	475	308	229	195	90	127	87	73	58	78	61	73	33
		2.00 - 2.30							A	8.6	30	701	1287	820	245	896	438	622	457	312	228	243	120	161	94	72^	72^	80^	75^	68^	28^
		2.30 - 3.00							A	9.3	32	758	1319	825	234	889	441	623	464	314	216	250	122	161	93	76^	77^	99	86	81	35^
PASSWORD PLUS						29	140	142	A	2.9	12	236	1449	937	203^	941	187^	403	415	406	462	296	84^	89^	59v	68^	190^	101^	29v	111^	39v
	1 MTUWF	12.00N	30	NBC	QG		72	73	B	2.8	11	228	1361	875	147	895	170	336	340	375	501	326	78	101	62	91	220	62	28	78	29
	2 M-F	12.00N	30																												
PRICE IS RIGHT 1						47	194	192																							
	1 M-W	11.00A	30	CBS	AP		96	96	A	6.2	30	505	1349	683	107^	778	266	429	351	268	330	352	93^	132	106^	95^	200	44^	14v	175	44^
	2 M-F	11.00A	30						B	5.7	28	465	1319	681	129	790	299	422	313	267	331	343	98	151	110	119	179	53	19	133	46
PRICE IS RIGHT 2						46	194	192																							
	1 M-W	11.30A	30	CBS	AP		96	96	A	7.6	35	619	1307	722	105	813	227	405	343	300	390	361	97	130	109	112	205	33^	11v	100	24v
	2 M-F	11.30A	30						B	7.0	33	571	1291	709	135	803	262	398	319	293	364	338	96	138	105	123	184	47	16	103	36
REGIS PHILBIN SHOW						5		129	A	2.1	11	171	1146	854	29v	889	158v	351^	373^	391^	498^	251^	64v	117v	122v	122v	129v	LT	LT	LT	LT
	2 M-F	10.00A	30	NBC	CC			74	B	2.1	11	171	1146	854	29	889	158	351	373	391	498	251	64	117	122	122	129	LT	LT	LT	LT
RYAN'S HOPE						49	181	185	A	6.7	25	546	1214	669	216	757	323	462	364	267	249	305	137	186	112	99^	105^	78^	34^	74^	16v
	M-F	12.30P	30	ABC	DD		97	97	B	7.0	28	571	1197	739	203	813	371	531	406	287	243	238	96	148	108	96	80	57	34	89	33
SEARCH FOR TOMORROW						46	188	188	A	6.9	24	562	1144	667	131	779	161	336	321	363	394	295	62^	85^	92^	112	186	52^	36^	18v	LT
	1 MTUWF	2.30P	30	CBS	DD		95	95	B	6.3	23	513	1209	725	144	835	182	358	347	392	413	283	61	92	93	120	165	52	31	39	18
	2 M-F	2.30P	30																												
TEXAS						45	181	181																							
	1 MTUWF	3.00P	60	NBC	DD		89	89	A	3.6	11	293	1399	795	147^	866	348	488	434	331	330	365	150^	184^	103^	126^	167^	45v	41v	123^	65^
	2 M-F	3.00P	60						B	3.4	11	277	1394	865	178	941	409	547	435	348	344	309	98	134	91	135	158	46	31	98	47
		3.00 - 3.30							A	3.5	12	285	1330	786	137^	863	362	491	421	319	330	327	124^	152^	77^	111^	169^	42v	35v	98^	49v
		3.30 - 4.00							A	3.7	11	302	1421	788	148^	858	332	477	436	341	328	388	166^	206	119^	135^	162^	39v	39v	136^	73^
THANKSGIVING DAY PARADE(S)							196		A	10.5	27	856	2032	680	229^	771	222^	445	388	372	291	547	118^	222^	199^	262^	274^	243^	124^	471	290
	1 THU.	9.00A	180	CBS	AC		99																								
		9.00 - 9.30							A	5.8	19	473	2025	682	235^	750	233^	482^	440^	387^	223^	505	83v	225^	207^	268^	241^	289^	73v	481^	230^
		9.30 - 10.00							A	9.0	25	734	1978	594	243^	714	246^	469	396	350	203^	426	74v	184^	168^	239^	206^	287^	113^	551	316^
CONT'D																															

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKDAY DAYTIME CONT'D																														
THANKSGIVING DAY P-CONT'D																														
10.00 - 10.30								A	11.6	29	945	2122	696	263	807	217^	454	393	409	310	503	131^	235^	179^	232^	227^	295	119^	517	341
10.30 - 11.00								A	12.1	28	986	2166	737	262	845	258	490	401	381	327	537	141^	249	202^	236^	251	258	141^	526	340
11.00 - 11.30								A	12.7	29	1035	1932	678	189^	741	183^	390	366	359	312	612	126^	214^	216^	287	334	135^	140^	394	233
11.30 - 12.00								A	11.7	26	954	1971	681	189^	756	207^	413	370	354	313	644	118^	214^	214^	309	353	187^	131^	384	254
TODAY SHOW-7.30AM					49	208	210	A	4.3	25	350	1271	695	178	709	148^	272	275	304	389	489	105^	183	192	187	286	16v	LT	57^	29v
M-F	7.30A	30	NBC	N		99	99	B	4.5	25	367	1305	704	169	722	163	290	270	328	384	470	93	169	169	204	278	31	15	82	52
TODAY SHOW-8.30AM					49	209	211	A	5.0	25	408	1277	770	141^	782	147	238	235	294	506	436	102^	155	137^	160	280	LT	LT	54^	34v
M-F	8.30A	30	NBC	N		99	99	B	5.1	26	416	1230	754	107	779	142	250	237	316	493	406	67	113	108	163	277	LT	LT	36	22
UP TO THE MINUTE					48	139	139	A	2.8	9	228	1180	610	175^	729	220^	343	325	276	334	325	88^	115^	92^	122^	189^	56v	26v	70^	44v
1 MTUWF	4.00P	30	CBS	DN		73	74	B	2.8	9	228	1246	731	175	835	248	378	349	304	393	299	65	115	110	121	169	40	LT	72	41
2 M-F	4.00P	30																												
WAKE UP(B)						93		A	1.1	11	90	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
1 MON.	7.00A	30	CBS	C		65																								
WAKE UP					46	161	165	A	1.1	9	90	722	257^	122v	323^	111v	145v	67v	89v	167v	123v	LT	LT	LT	78v	89v	LT	LT	255^	77v
1 TU-F	7.00A	30	CBS	C		90	91	B	1.2	9	98	1171	325	142	402	185	219	187	114	153	194	61	96	110	99	79	LT	LT	526	182
2 M-F	7.00A	30																												
WHEEL OF FORTUNE					47	190	186	A	5.1	23	416	1216	817	98^	829	145	253	291	344	492	252	65^	96^	92^	84^	143	43^	LT	92^	21v
1 MTUWF	11.00A	30	NBC	QG		94	93	B	4.6	23	375	1221	806	129	841	178	310	321	361	456	297	70	103	103	111	168	20	LT	63	21
2 M-F	11.00A	30																												
YOUNG AND THE RESTLESS					48	194	195	A	7.6	30	619	1241	718	159	873	272	486	364	365	349	282	88^	113	121	106	132	37^	25^	49^	17v
1 MTUWF	12.30P	60	CBS	DD		99	99	B	7.0	28	571	1217	762	149	889	284	471	389	373	359	240	74	102	91	95	117	35	24	53	18
2 M-F	12.30P	60																												
12.30 - 1.00								A	7.3	29	595	1254	729	159	878	286	498	366	352	345	285	92^	113	114	98^	137	34^	22v	57^	18v
1.00 - 1.30								A	7.8	30	636	1225	712	158	871	259	474	363	378	355	272	84^	110	123	108	126	41^	31^	41^	14v
•WEEKEND DAYTIME																														
ASK NBC NEWS-12:28PM(B)							153	A	4.1	15	334	1659	246^	66v	246^	206^	206^	168v	LT	40v	413^	372^	413^	126v	41v	LT	242^	60v	758	311^
2 SAT.	12.28P	2	NBC	CN			74																							
ASK NBC NEWS-09:14AM					2	202	206	A	7.3	35	595	1583	219	132^	219	108^	168^	128^	101^	29v	148^	57^	110^	72^	68^	38v	142^	57^	1074	614
1 SAT.	9.14A	2	NBC	CN		99	99	B	7.3	35	595	1583	219	132	219	108	168	128	101	29	148	57	110	72	68	38	142	57	1074	614
2 SAT.	9.12A	2																												
ASK NBC NEWS-12:28PM					6	179		A	6.0	20	489	1620	310^	212^	310^	128^	209^	157^	81v	101v	280^	137^	137^	LT	LT	143^	201^	99v	829	579
1 SAT.	12.28P	2	NBC	CN		91		B	5.2	19	424	1492	237	103	243	125	158	129	67	69	291	186	212	106	35	79	232	135	726	435
ASK NBC NEWS-8:28AM					12	174	172	A	3.5	26	285	1565	221^	162^	221^	115^	148^	96v	78v	45v	254^	148^	187^	124^	78v	53v	164^	LT	926	579
SAT.	8.28A	2	NBC	CN		95	94	B	3.5	25	285	1592	213	89	227	91	157	127	109	54	191	98	135	113	69	45	210	66	964	649
ASK NBC NEWS-10:28AM					12	196	198	A	4.7	18	383	1616	235^	180^	264^	130^	188^	125^	121^	53v	188^	94^	149^	94^	79v	39v	174^	34v	990	601
SAT.	10.28A	2	NBC	CN		97	97	B	4.8	20	391	1651	247	124	252	138	188	112	76	54	241	153	188	109	52	50	135	42	1023	629
ASK NBC NEWS-11:58AM					3	187	183	A	4.9	18	399	1469	185^	85^	185^	45v	138^	127^	93^	47v	308	161^	266^	153^	130^	42v	208^	48v	768	442
SAT.	11.58A	2	NBC	CN		95	94	B	4.9	18	399	1439	167	98	190	96	158	132	62	32	281	183	254	179	86	27	216	71	752	447
BLACKSTAR					1		159	A	5.8	21	473	1531	226^	166^	238^	178^	238^	117v	60v	LT	246^	168^	230^	182^	78v	LT	127^	69v	920	428^
2 SAT.	11.30A	30	CBS	CA			88	B	5.8	21	473	1531	226	166	238	178	238	117	60	LT	246	168	230	182	78	LT	127	69	920	428

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																										
BLACKSTAR	11	184		A	6.3	23	513	1329	325^	146^	325^	166^	251^	127^	106v	53v	141^	101v	101v	63v	LT	40v	250^	107v	613	415^
1 SAT. 11.00A 30 CBS CA		96		B	6.7	26	546	1554	352	167	398	232	310	187	127	74	270	187	225	145	63	38	165	70	721	379
BUGS BUNNY MYSTERY SPEC.(S)			193	A	8.0	31	652	1512	84v	45v	136^	85v	106^	40v	33v	30v	222^	85v	151^	147^	115^	60v	268^	55v	886	509
2 SAT. 9.30A 30 CBS CA			98																							
BUGS BUNNY/ROAD RUNNER 2	1		193	A	7.8	29	636	1522	93v	46v	146^	84v	109^	45v	39v	37v	275^	114^	176^	185^	131^	78v	272^	63v	829	413
2 SAT. 10.00A 30 CBS CA			98	B	7.8	29	636	1522	93	46	146	84	109	45	39	37	275	114	176	185	131	78	272	63	829	413
BUGS BUNNY/ROAD RUNNER 3	1		193	A	7.8	29	636	1420	73v	52v	130^	51v	89v	47v	68v	41v	240^	99^	131^	145^	104^	95v	278^	93v	772	372^
2 SAT. 10.30A 30 CBS CA			98	B	7.8	29	636	1420	73	52	130	51	89	47	68	41	240	99	131	145	104	95	278	93	772	372
BUGS BUNNY/ROAD RUNNER 4	1		193	A	8.5	32	693	1475	229^	126^	236^	142^	204^	127^	94^	32v	260^	140^	140^	112^	77v	102^	266^	99^	713	290^
2 SAT. 11.00A 30 CBS CA			98	B	8.5	32	693	1475	229	126	236	142	204	127	94	32	260	140	140	112	77	102	266	99	713	290
BUGS BUNNY/ROAD RUNNER 1	11	200		A	5.0	23	408	1140	151^	45v	151^	LT	64v	64v	64v	87v	219^	57v	98v	141v	130v	78v	157^	63v	613	197^
1 SAT. 9.00A 30 CBS CA		99		B	4.7	22	383	1557	279	118	352	208	284	162	110	59	288	172	214	151	89	61	169	53	748	344
BUGS BUNNY/ROAD RUNNER 2	11	200		A	7.3	31	595	1358	114^	37v	114^	LT	55v	55v	55v	59v	234^	52v	95v	141^	119^	93v	249^	132^	761	315^
1 SAT. 9.30A 30 CBS CA		99		B	6.9	29	562	1632	292	123	356	194	279	166	121	66	307	181	230	180	90	65	217	79	752	363
BUGS BUNNY/ROAD RUNNER 3	11	200		A	7.7	30	628	1495	240^	140^	276^	188^	222^	115^	51v	37v	236^	121^	172^	144^	72v	64v	233^	134^	750	384
1 SAT. 10.00A 30 CBS CA		99		B	7.6	31	619	1603	329	132	388	218	305	186	127	74	330	215	269	188	85	57	220	71	665	327
BULLWINKLE	11	151	129	A	3.7	12	302	1487	165^	99v	198^	92v	116^	70v	37v	82v	198^	149^	158^	85v	LT	40v	269^	20v	822	455

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOTAL	TEENS FEM.	CHILDREN TOTAL	CHILDREN 6-11
SAT. 12.30P 30 NBC CA		84	69	B	3.3	12	269	1389	252	99	281	143	171	114	82	96	261	158	192	122	52	69	175	110	672	343
CBS NCAA BASKETBALL	2	174	164	A	4.7	12	383	1386	342	146^	350	113^	210^	162^	169^	117^	760	308^	483	472	420	204^	156^	57v	120^	108^
1 SAT. 4.00P 122 CBS SE		94	93	B	4.7	12	383	1386	342	146	350	113	210	162	169	117	760	308	483	472	420	204	156	57	120	108
2 SAT. 2.30P 124																										
2.30 - 3.00				A	4.1	13	334	1030	96v	60v	116v	20v	59v	59v	96v	57v	647^	132v	245^	389^	416^	258^	133v	78v	134v	84v
3.00 - 3.30				A	3.5	11	285	1218	162v	110v	183v	82v	123v	76v	101v	60v	625^	138v	261^	415^	449^	210v	325^	94v	85v	70v
3.30 - 4.00				A	4.4	13	359	1504	284^	192^	314^	164v	213^	105v	150v	101v	800	190^	357^	462^	555^	293^	345^	106v	45v	25v
4.00 - 4.30				A	4.9	13	399	1471	353	146^	356	145^	242^	185^	168^	86^	781	283^	481	459	463	235^	168^	23v	166^	152^
4.30 - 5.00				A	4.6	11	375	1307	291^	75v	291^	102v	214^	179^	143v	46v	803	416^	634	506^	387^	169^	53v	53v	160v	160v
5.00 - 5.30				A	5.3	12	432	1481	491^	231^	511^	86v	214^	173^	234^	252^	822	509^	645	526^	313^	145^	60v	60v	88v	88v
5.30 - 6.00				A	5.7	12	465	1499	515	179^	530	137^	305^	269^	244^	183^	791	415^	631	522	364^	133^	57v	57v	121v	121v
CBS NFL FTBL PRE	12	194	195	A	8.9	27	725	1608	411	178	422	129^	296	291	246	110^	862	313	564	598	450	168	169	42^	155^	146^
SUN. 12.30P 30 CBS SC		99	99	B	7.6	25	619	1562	379	171	437	164	279	239	201	139	830	378	577	459	344	207	146	29	149	109
CBS NFL FTBL GM 1	12	202	198	A	21.7	49	1769	1612	348	143	371	116	235	222	198	120	991	375	633	609	502	269	152	28^	98	69^
1 SUN. 1.00P 187 CBS SE		99	99	B	18.2	44	1483	1608	404	167	454	176	293	251	209	138	912	380	589	537	418	249	122	29	120	85
2 SUN. 1.00P 183																										
1.00 - 1.30				A	17.4	46	1418	1671	344	129	356	104	253	249	209	90	998	376	638	616	510	263	154	32^	163	120
1.30 - 2.00				A	20.7	49	1687	1627	330	122	344	90	228	226	206	98	1012	353	638	628	540	273	161	23^	110	71^
2.00 - 2.30				A	22.0	49	1793	1597	340	139	361	105	225	214	196	122	994	356	633	611	521	272	155	28^	87	59^
2.30 - 3.00				A	22.1	49	1801	1634	349	160	374	126	235	227	193	121	1007	392	662	636	489	265	177	25^	76	58^
3.00 - 3.30				A	23.3	49	1899	1637	351	153	379	129	235	209	195	126	1007	404	648	619	493	272	157	32^	94	62^
3.30 - 4.00				A	23.9	48	1948	1604	361	142	385	122	230	212	202	139	1003	395	642	614	505	270	130	26^	86	59^
CBS NFL FTBL GM 2	7	187		A	17.6	32	1434	1488	391	171	408	131^	187	176	165^	195	911	321	565	496	471	293	82^	17v	87^	72^
1 SUN. 4.00P 186 CBS SE		84		B	15.8	32	1288	1705	489	207	518	182	315	287	241	172	951	376	629	541	444	266	107	28	129	97
4.00 - 4.30				A	15.2	30	1239	1459	352	137^	352	87^	191	185^	183^	157^	922	345	614	572	483	262	102^	40v	83^	65^
4.30 - 5.00				A	17.2	34	1402	1447	330	128^	330	104^	158^	145^	140^	165^	938	320	549	499	475	323	129^	47^	50^	50^
CONT'D																										

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																										
CBS NFL FTBL GM 2-CONT'D																										
5.00 - 5.30				A	17.1	32	1394	1506	409	158^	414	134^	193	170	163^	202	930	336	555	458	455	315	83^	20v	79^	60^
5.30 - 6.00				A	16.4	30	1337	1518	400	176^	415	158^	187	171^	150^	198	946	352	566	459	471	325	79^	14v	78^	62^
6.00 - 6.30				A	17.0	29	1386	1460	399	190	431	160^	208	190	156^	195	870	343	563	485	420	264	50^	LT	109^	94^
6.30 - 7.00				A	19.1	31	1557	1539	407	189	438	151	207	188	160	191	921	319	614	549	503	261	64^	LT	116^	93^
CBS NFL FTBL POST 1	3		132	A	12.0	24	978	1604	311	114^	401	167^	218^	176^	160^	156^	903	350	536	595	444	221^	151^	36v	149^	62^
2 SUN. 4.03P 7 CBS SC			73	B	10.4	24	848	1641	413	232	525	264	376	255	218	129	858	369	550	479	402	239	99	30	159	98
CBS SPORTS SATURDAY	10		153	A	6.2	15	505	1426	378^	196^	394^	87v	200^	220^	250^	174^	709	188^	362^	429^	445^	280^	204^	LT	119v	89v
2 SAT. 4.34P 86 CBS SA			86	B	6.3	15	513	1397	456	198	508	152	304	277	267	170	689	261	405	366	305	236	103	23	97	68
4.30 - 5.00				A	5.2	13	424	1639	261^	141v	261^	61v	84v	110v	153^	151^	876	177^	462^	547^	642	329^	348^	LT	154^	111v
5.00 - 5.30				A	6.7	16	546	1474	387^	204^	403^	108v	230^	248^	236^	155^	752	201^	398^	461	467	291^	187^	LT	132^	97v
5.30 - 6.00				A	6.6	14	538	1225	450	227^	476	85v	249^	268^	327^	208^	548	180^	254^	316^	288^	232^	121^	LT	80v	66v
COLLEGE FOOTBALL '81	12	145	140	A	2.2	6	179	955	268^	67v	274^	50v	62v	129v	134v	95v	553^	167v	302^	313^	314^	240^	111v	LT	LT	LT
SUN. 12.30P 30 ABC SC		91	91	B	2.5	8	204	827	268	127	317	126	196	167	136	78	390	150	220	207	180	139	47	LT	73	43
DAFFY/SPEEDY SHOW(B)	1		153	A	4.4	16	359	1571	198^	73v	198^	148v	148v	148v	LT	50v	359^	329^	359^	98v	30v	LT	242^	52v	772	318^
2 SAT. 12.00N 30 NBC CA			74																							
DAFFY/SPEEDY SHOW	6	179		A	5.9	20	481	1615	334^	229^	334^	127^	210^	163^	83v	124v	253^	123v	123v	LT	LT	130^	185^	88v	843	618
1 SAT. 12.00N 30 NBC CA		91		B	5.4	20	440	1545	246	116	255	141	173	135	62	69	292	193	221	116	37	71	248	136	750	458
DEAR ALEX & ANNIE-11.26AM	12	167	160	A	5.0	18	408	1346	203^	125^	203^	107^	152^	84^	96^	51v	319	128^	265^	161^	191^	54v	201^	130^	623	395
SAT. 11.26A 3 ABC CN		91	81	B	5.3	21	432	1466	245	125	263	139	198	129	85	59	224	111	166	109	77	58	296	144	683	435
DEAR ALEX & ANNIE-11.25AM	11	120	122	A	3.3	12	269	1390	611	160^	611	298^	349^	368^	133^	180^	171^	LT	89v	89v	118^	82v	140^	96v	468	350^
SUN. 11.25A 4 ABC CN		81	83	B	2.6	10	212	1674	490	183	521	248	323	239	154	154	335	146	245	188	157	70	229	109	589	400
FACE THE NATION	12	143	151	A	4.3	14	350	1243	543	180^	551	111^	232^	229^	231^	314^	609	80v	232^	232^	303^	326^	83v	LT	LT	LT
SUN. 11.30A 30 CBS CC		91	93	B	3.7	13	302	1374	521	156	553	137	211	201	176	332	647	147	277	267	309	324	62	LT	112	64
FAMOUS CLASSIC TALES(S)			127	A	4.2	8	342	1942	405^	151v	528^	249^	297^	283^	180^	169v	721	309^	560^	547^	356^	117v	146v	47v	547^	398^
2 SUN. 5.00P 60 CBS CA			79																							
5.00 - 5.30				A	3.8	7	310	1468	342^	148v	474^	209^	231^	207^	178v	162v	625^	202^	386^	429^	342^	158v	133v	23v	236^	236^
5.30 - 6.00				A	4.6	8	375	2296	449^	150v	563^	276^	342^	337^	176^	175^	780	385^	691	636	363^	80v	152v	67v	801	528^
FLINTSTONE'S COMEDY SHW2	12	174	172	A	2.9	23	236	1339	186^	131^	191^	114v	126v	77v	51v	43v	251^	145^	179^	118v	80v	60v	105v	LT	792	508^
SAT. 8.00A 30 NBC CA		95	94	B	2.8	22	228	1547	205	79	216	85	147	121	105	52	218	98	136	119	75	65	168	61	945	629
FONZ AND HAPPY DAYS GANG	12	194	194	A	4.5	21	367	1341	208^	58v	251^	172^	183^	76v	57v	59v	147^	76v	139^	98^	71v	LT	144^	62v	799	477
SAT. 9.00A 30 ABC CA		98	98	B	4.9	23	399	1659	179	90	205	124	159	101	63	33	169	106	151	113	57	16	215	64	1070	648
GOLDIE GOLD/ACTION JACK	12	167	161	A	5.2	19	424	1309	193^	113^	196^	103^	147^	83^	93^	49v	279^	117^	227^	134^	162^	52v	185^	113^	649	408
SAT. 11.00A 30 ABC CA		91	81	B	5.5	21	448	1491	242	126	258	146	203	130	85	49	219	110	164	114	76	52	302	148	712	451
HEATHCLIFF & MARMADUKE	12	172	170	A	3.2	15	261	1034	115v	85v	115v	95v	95v	95v	20v	20v	91v	57v	84v	69v	34v	LT	92v	50v	736	502
SAT. 8.30A 30 ABC CA		89	80	B	3.7	18	302	1519	168	48	188	120	155	104	51	33	163	117	123	69	32	35	177	51	991	610
IN THE NEWS- 8.26AM	12	186	188	A	3.2	21	261	1456	73v	153^	164^	115v	164^	73v	49v	LT	141^	33v	141^	141^	108v	LT	135^	65v	1016	532
SAT. 8.26A 3 CBS CN		98	97	B	3.2	21	261	1502	189	111	234	132	185	100	81	45	174	83	117	87	91	46	106	44	988	573
IN THE NEWS- 8.56AM	12	190	195	A	3.7	20	302	1242	73v	86v	119^	69v	93v	48v	50v	26v	185^	50v	132^	116^	135^	53v	130^	37v	808	381^
SAT. 8.56A 3 CBS CN		98	99	B	3.6	19	293	1460	212	71	229	137	174	93	79	42	225	132	167	113	84	58	158	69	848	426
IN THE NEWS- 9.26AM	12	200	193	A	5.4	23	440	1223	148^	62v	179^	32v	111^	79^	88^	68v	204^	69v	114^	121^	113^	67v	198^	48v	642	322
SAT. 9.26A 3 CBS CN		99	99	B	5.2	23	424	1535	271	113	346	192	274	156	115	65	269	155	195	142	86	62	190	63	730	346

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME	WK # DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	18–34	18–49	25–54	35–64	55+	MEN TOTAL	18–34	18–49	25–54	35–64	55+	TEENS (12–17) TOTAL	FEM.	CHILDREN (2–11) TOTAL	6–11
WEEKEND DAYTIME CONT'D																															
IN THE NEWS-9.56AM						11	200		A	7.5	31	611	1358	111^	25v	111^	LT	42v	42v	42v	69v	228^	52v	92v	133^	112^	95v	239^	138^	780	338^
	1 SAT.	9.56A	3	CBS	CN		99		B	7.3	30	595	1596	285	118	345	186	264	155	111	73	312	182	233	183	90	71	220	83	719	343
IN THE NEWS-10.26AM(S)								194	A	8.0	30	652	1521	102^	47v	157^	90v	121^	48v	46v	36v	254^	99^	158^	162^	124^	81v	268^	64v	842	439
	2 SAT.	10.26A	3	CBS	N			98																							
IN THE NEWS-11.56AM						12	180	159	A	5.2	19	424	1344	279^	132^	284^	141^	212^	115^	93^	60v	196^	127^	162^	111^	45v	24v	143^	61v	721	349
	SAT.	11.56A	3	CBS	CN		97	88	B	5.5	21	448	1495	343	155	390	231	292	168	103	80	218	146	180	118	54	30	179	60	708	355
IN THE NEWS-12.26PM						12	180	152	A	5.4	18	440	1395	295	167^	299	169^	198^	61v	40v	101^	145^	89^	101^	22v	22v	34v	119^	24v	832	498
	SAT.	12.26P	3	CBS	CN		97	89	B	5.4	20	440	1546	376	168	433	221	284	181	128	118	263	182	215	115	65	40	158	41	692	374
IN THE NEWS-12.56PM						12	156	139	A	6.0	19	489	1564	317	134^	349	218^	238^	83^	50v	111^	311	141^	202^	176^	134^	62v	66^	LT	838	477
	SAT.	12.56P	3	CBS	CN		92	82	B	5.7	20	465	1634	353	132	421	202	281	172	136	127	344	204	261	169	119	63	160	45	709	390
IN THE NEWS- 1.26PM						12	157	138	A	5.4	16	440	1357	253^	87^	298	166^	166^	53v	14v	132^	184^	77^	157^	132^	80^	27v	186^	LT	689	412
	SAT.	1.26P	3	CBS	CN		90	78	B	5.4	17	440	1582	396	156	461	222	304	192	163	133	312	182	226	141	106	64	174	54	635	362
IN THE NEWS-10.56AM						12	190	193	A	7.3	27	595	1366	178^	32v	183^	109^	150^	41v	59^	33v	250	146^	157^	133^	60^	82^	229	100^	704	386
	SAT.	10.56A	3	CBS	CN		98	98	B	6.7	27	546	1495	318	137	359	192	274	165	134	76	274	180	215	146	62	53	193	105	669	321
IN THE NEWS-11.26AM						12	184	193	A	7.4	28	603	1449	290	148^	295	163^	234	136^	107^	46v	200	113^	113^	83^	44v	75^	292	114^	662	330
	SAT.	11.26A	3	CBS	CN		96	98	B	6.6	26	538	1535	337	157	386	227	293	171	120	79	258	171	203	137	61	47	182	73	709	349
KID SUPER POWER I						12	196	198	A	5.4	23	440	1545	227^	136^	227^	87^	144^	130^	127^	47v	173^	55v	133^	78^	104^	40v	95^	45v	1050	630
	SAT.	9.30A	30	NBC	CA		97	97	B	5.6	24	456	1618	240	103	241	129	166	105	71	65	174	93	131	86	65	30	132	64	1071	671
KID SUPER POWER II						12	196	198	A	5.5	22	448	1603	255^	188^	279	132^	188^	125^	129^	62v	176^	80^	136^	90^	80^	40v	132^	26v	1016	625
	SAT.	10.00A	30	NBC	CA		97	97	B	5.7	24	465	1701	252	126	257	146	194	112	75	53	214	143	177	103	53	34	133	45	1097	692
KIDS ARE PEOPLE TOO I						11	120	122	A	2.5	10	204	1260	405^	54v	405^	190^	249^	240^	88v	141v	300^	85v	221^	221^	156^	79v	94v	89v	461^	367^
	1 SUN.	10.30A	32	ABC	CL		81	83	B	2.4	10	196	1560	412	157	432	212	280	204	123	130	346	185	291	187	138	52	235	132	547	341
	2 SUN.	10.30A	30																												
KIDS ARE PEOPLE TOO II						11	120	121	A	3.0	11	245	1245	561	114v	566	285^	329^	389^	139^	158^	168^	LT	98v	98v	118v	70v	103v	62v	408^	282^
	1 SUN.	11.02A	28	ABC	CL		81	83	B	2.6	10	212	1677	465	168	491	240	307	227	141	147	334	154	246	171	146	69	276	108	576	387
	2 SUN.	11.00A	30																												
KWICKY KOALA SHOW						11	186		A	3.0	22	245	1865	168v	168v	168v	LT	168v	168v	168v	LT	45v	LT	45v	45v	45v	LT	187v	122v	1465	723^
	1 SAT.	8.00A	30	CBS	CA		98		B	2.8	20	228	1574	213	108	243	101	166	118	102	73	178	76	98	71	89	68	132	60	1021	605
KWICKY KOALA SHOW						1		139	A	5.3	16	432	1370	106v	42v	106v	LT	LT	LT	32v	106v	220^	LT	118v	118v	188^	102v	479^	LT	565	372^
	2 SAT.	1.00P	30	CBS	CA			78	B	5.3	16	432	1370	106	42	106	LT	LT	LT	32	106	220	LT	118	118	188	102	479	LT	565	372
LAVERNE AND SHIRLEY						8	195	195	A	6.2	26	505	1366	186^	132^	251	123^	184^	102^	105^	61^	160^	101^	143^	106^	42v	17v	195^	91^	760	479
	SAT.	9.30A	30	ABC	CA		99	99	B	6.7	29	546	1622	174	100	209	115	161	113	75	42	147	81	128	113	55	16	288	83	978	655
MEET THE PRESS						10	152	136	A	4.4	14	359	1184	387	144^	456	137^	186^	192^	111^	247^	601	105^	267^	278^	276^	292^	68v	LT	59v	30v
	SUN.	12.00N	30	NBC	CC		90	88	B	3.4	12	277	1270	426	141	490	115	170	174	160	288	641	142	281	281	316	316	38	LT	101	49
NCAA BASKETBALL-NAT'L						1		194	A	4.1	13	334	1578	488^	191^	515^	176v	341^	237^	219^	147v	740	277^	527^	487^	336^	193^	114v	LT	209^	93v
	2 SAT.	2.00P	120	NBC	SE			98	B	4.1	13	334	1578	488	191	515	176	341	237	219	147	740	277	527	487	336	193	114	LT	209	93
		2.00 - 2.30							A	4.3	14	350	1577	446^	117v	515^	182^	322^	238^	200^	169v	672^	249^	443^	440^	274^	204^	159v	LT	231^	121v
		2.30 - 3.00							A	4.3	14	350	1597	439^	166v	476^	165v	339^	208^	192^	137v	775	309^	603^	534^	348^	172v	166v	LT	180^	92v
		3.00 - 3.30							A	3.7	11	302	1596	537^	252^	537^	208^	358^	236^	222^	133v	761^	271^	522^	497^	355^	205^	89v	LT	209^	67v
		3.30 - 4.00							A	4.0	12	326	1531	536^	242^	536^	154v	343^	260^	260^	153v	755	280^	534^	485^	368^	190^	31v	LT	209^	84v

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																										
NCAA FOOTBALL PRE GAME	12	215	215	A	6.8	25	554	1543	290	138^	378	185^	276	178^	115^	86^	744	265	446	381	332	247	118^	28v	303	151^
1 SAT. 12.00N 19 ABC SC		99	99	B	6.4	24	522	1438	351	138	382	169	236	185	133	123	652	238	392	350	269	217	130	54	274	169
2 SAT. 12.00N 25																										
NCAA FOOTBALL GAME	12	215	215	A	12.4	37	1011	1361	292	129	340	141	197	154	127	114^	830	281	451	389	368	317	89^	21v	102^	68^
1 SAT. 12.19P 206 ABC SE		99	99	B	11.2	35	913	1319	322	122	355	126	196	174	144	131	748	248	397	365	337	291	89	35	127	84
2 SAT. 12.25P 196																										
12.30 - 1.00				A	10.4	34	848	1400	258	122^	319	142	200	138^	104^	100^	786	300	453	367	316	283	129^	26v	166	98^
1.00 - 1.30				A	11.6	35	945	1338	228	119^	282	128	179	137	95^	88^	841	301	474	390	344	309	86^	29v	129	69^
1.30 - 2.00				A	13.2	40	1076	1303	257	156	305	132	185	146	108^	96^	821	260	447	370	378	318	75^	25v	102^	69^
2.00 - 2.30				A	11.8	36	962	1307	305	137	361	158	212	170	127	117^	804	267	441	395	354	302	85^	15v	57^	40^
2.30 - 3.00				A	13.5	39	1100	1374	330	131	393	162	218	176	147	137	839	266	432	393	384	338	75^	17v	67^	57^
3.00 - 3.30				A	14.3	40	1165	1409	351	127	374	132	195	164	158	140	872	290	457	407	406	338	87^	22v	76^	66^
NCAA FOOTBALL POST GAME	7		213	A	9.5	29	774	1262	370	66v	389	61v	154^	163^	180^	184^	744	164^	296^	344	361	349	60v	19v	69v	69v
2 SAT. 3.41P 9 ABC SC			97	B	11.0	31	897	1400	357	138	394	125	213	208	165	151	798	270	443	410	375	292	87	35	121	89
NCAA FOOTBALL GAME 2	8	211	215	A	15.6	35	1271	1478	382	161	412	110	202	200	193	171	838	251	422	419	418	328	109	26^	119	78^
1 SAT. 3.45P 198 ABC SE		99	99	B	14.0	32	1141	1467	408	152	444	148	245	213	192	167	827	279	461	424	399	299	92	30	104	74
2 SAT. 3.50P 177																										
4.00 - 4.30				A	13.8	37	1125	1430	338	138	366	118	191	177	163	137	824	246	404	396	402	326	116	33^	124	78^
4.30 - 5.00				A	14.5	36	1182	1467	370	150	398	107	209	204	198	147	821	243	389	385	408	330	116	31^	132	90^
5.00 - 5.30				A	14.5	34	1182	1455	384	151	422	103	193	201	195	185	809	234	367	371	386	351	101^	27^	123	75^
5.30 - 6.00				A	16.0	34	1304	1451	385	154	418	92^	183	189	197	200	833	242	409	392	401	340	89^	22v	111	71^
6.00 - 6.30				A	18.2	35	1483	1541	414	187	440	117	211	218	203	188	866	259	467	476	453	322	117	27^	118	77^
6.30 - 7.00				A	20.0	37	1630	1521	406	208	417	129^	243	241	216	137^	865	266	496	491	469	295	119^	25v	120^	73^
NCAA FOOTBALL POST 2	3		215	A	12.1	22	986	1507	422	167^	479	151^	219^	217^	176^	211^	773	268	440	419	374	253	117^	20v	138^	114^
2 SAT. 6.47P 13 ABC SC			99	B	10.6	21	864	1412	431	177	468	116	235	206	218	201	715	218	390	395	347	263	94	44	135	80
NEW FAT ALBERT SHOW	11	157		A	5.9	17	481	1231	275^	65v	351^	252^	252^	58v	LT	99v	179^	133^	179^	118v	46v	LT	LT	LT	701	481^
1 SAT. 1.00P 30 CBS CA		90		B	5.7	19	465	1583	400	165	472	236	328	206	163	117	315	188	225	136	99	70	160	59	636	373
NFL '81-NBC PRE	12	172	160	A	4.9	15	399	1496	406	97^	436	113^	223^	247^	200^	181^	790	205^	453	479	441	253^	130^	LT	140^	61v
SUN. 12.30P 30 NBC SC		92	88	B	5.2	17	424	1493	409	122	458	164	243	232	194	174	754	284	499	436	375	212	126	17	155	92
NFL FOOTBALL GAME 1-NBC	11	216	204	A	11.4	25	929	1439	341	132	357	100^	196	186	156	139	849	341	516	493	358	262	139	29v	94^	82^
1 SUN. 1.00P 193 NBC SE		99	83	B	12.6	31	1027	1528	415	139	446	139	249	225	196	169	869	362	550	474	367	256	117	25	96	68
2 SUN. 1.00P 180																										
1.00 - 1.30				A	9.4	24	766	1364	326	131^	341	75^	179	179	163	136^	840	301	515	488	400	259	62^	7v	121^	94^
1.30 - 2.00				A	11.4	26	929	1368	341	119^	353	86^	197	197	164	130	871	368	540	476	340	279	61^	5v	83^	68^
2.00 - 2.30				A	11.8	26	962	1422	342	113^	346	89^	188	192	152	139	826	367	520	443	304	259	175	37^	75^	75^
2.30 - 3.00				A	11.8	26	962	1448	325	117^	342	93^	177	175	152	144	831	346	491	485	339	250	200	41^	75^	75^
3.00 - 3.30				A	11.7	24	954	1420	331	137	356	101^	192	171	163	142	825	324	492	484	348	264	151	36^	88^	76^
3.30 - 4.00				A	11.6	23	945	1529	346	140	363	107^	208	190	162	138	934	358	541	584	412	278	150	43^	82^	71^
NFL FOOTBALL GAME 2-NBC	5		216	A	19.7	36	1606	1869	485	195	520	170	363	288	271	144^	1002	366	654	635	503	251	159	64^	188	142^
2 SUN. 4.00P 209 NBC SE			99	B	16.7	32	1361	1681	445	202	488	158	305	254	239	166	913	318	562	546	462	274	129	37	151	109
4.00 - 4.30				A	15.7	32	1280	1763	394	117^	402	104^	270	222	236	132^	1003	363	654	665	483	248	242	62^	116^	116^
4.30 - 5.00				A	18.2	36	1483	1785	424	131^	445	121^	307	252	256	134^	1011	356	679	695	512	225	228	54^	101^	96^
5.00 - 5.30				A	20.5	40	1671	1753	439	108^	452	112^	303	267	264	140^	1017	347	651	668	514	252	153	57^	131^	105^
5.30 - 6.00				A	20.8	39	1695	1750	447	140	462	130^	298	273	264	143	992	357	639	664	490	241	123^	58^	173	136^
6.00 - 6.30				A	21.0	36	1712	1857	497	244	550	165	373	299	307	154	1005	379	641	596	507	271	113^	56^	189	131^
6.30 - 7.00				A	21.7	36	1769	1933	538	276	605	232	431	316	286	152	1009	396	661	590	495	265	113^	66^	206	144
7.00 - 7.30				A	19.7	31	1606	2258	627	334	691	309	533	362	282	149	984	370	664	600	526	237	188	100^	395	266

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

WEEKEND DAYTIME CONT'D

PROGRAM NAME	WK # DAY / START TIME / DUR / NET / PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HH AVG. AUD. %	HH SHARE %	HH AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	W 18-34	W 18-49	W 25-54	W 35-64	W 55+	MEN TOTAL	M 18-34	M 18-49	M 25-54	M 35-64	M 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
NFL FOOTBALL POST-NBC		7	136		A	7.6	15	619	1166	343^	217^	364^	181^	227^	154^	73v	119^	648	242^	414	369^	322^	199^	96v	35v	58v	58v
	1 SUN. 4.10P 17 NBC SC		73		B	7.8	17	636	1407	439	159	469	168	266	251	193	173	710	264	423	378	319	245	99	31	129	95
POPEYE/OLIVE COMEDY SHOW		11	190		A	6.4	24	522	1458	307^	71v	307^	210^	242^	48v	48v	49v	261^	187^	211^	137^	24v	50v	166^	129^	724	411^
	1 SAT. 10.30A 30 CBS CA		98		B	6.6	26	538	1544	351	148	391	210	303	177	144	78	293	199	245	158	68	43	198	107	662	314
POPEYE/OLIVE COMEDY SHOW		1		188	A	3.1	21	253	913^	71v	111v	130v	111v	130v	71v	19v	LT	130v	32v	130v	130v	98v	LT	48v	LT	605^	359^
	2 SAT. 8.00A 30 CBS CA			97	B	3.1	21	253	913	71	111	130	111	130	71	19	LT	130	32	130	130	98	LT	48	LT	605	359
RICHIE RICH/SCOOBY DOO-1		12	189	193	A	5.9	26	481	1416	204^	150^	231^	85^	135^	118^	104^	86^	192^	128^	181^	82^	56v	11v	148^	54v	845	539
	SAT. 10.00A 30 ABC CA		98	98	B	6.1	27	497	1636	219	134	244	151	193	118	73	38	164	100	141	93	52	22	285	128	943	603
RICHIE RICH/SCOOBY DOO-2		12	195	193	A	7.3	30	595	1482	166^	133^	231	131^	175^	120^	78^	46v	184^	73^	144^	71^	111^	40v	254	147^	813	486
	SAT. 10.30A 30 ABC CA		99	99	B	7.2	31	587	1625	208	129	242	164	211	123	70	18	179	106	150	104	65	23	288	142	916	570
SCHOOLHOUSE ROCK-8.26AM		12	172	169	A	3.1	16	253	1103	83v	48v	83v	67v	67v	67v	LT	LT	103v	40v	75v	35v	43v	28v	83v	28v	834	522
	SAT. 8.26A 4 ABC CN		89	80	B	3.5	19	285	1495	176	49	203	136	181	123	48	22	192	123	147	98	30	44	144	32	956	560
SCHOOLHOUSE ROCK-10.55AM		12	195	193	A	6.7	27	546	1469	173^	145^	254	145^	195^	123^	84^	50v	191^	81^	153^	72^	110^	38v	249	155^	775	458
	SAT. 10.55A 4 ABC CN		99	99	B	6.4	27	522	1591	211	130	247	167	215	122	72	18	181	105	150	101	67	23	296	142	867	547
SCHOOLHOUSE ROCK-11.56AM		12	172	166	A	4.9	17	399	1459	270^	225^	270^	190^	245^	144^	65v	25v	490	273^	328	133^	171^	119^	209^	113^	490	258^
	SAT. 11.55A 4 ABC CN		92	82	B	5.0	18	408	1552	261	148	281	160	221	146	90	56	359	221	281	185	99	70	264	109	648	398
SMURFS I		12	202	206	A	5.7	34	465	1555	193^	101^	193^	89^	140^	101^	81^	34v	107^	62v	107^	73^	45v	LT	123^	36v	1132	628
	SAT. 8.30A 30 NBC CA		99	99	B	5.8	34	473	1582	199	107	207	109	166	107	84	35	148	79	112	79	52	30	134	59	1093	702
SMURFS II		12	202	206	A	7.3	35	595	1617	224	128^	224	107^	164^	125^	108^	39v	149^	49v	107^	73^	72^	42v	145^	47v	1099	633
	SAT. 9.00A 30 NBC CA		99	99	B	7.7	37	628	1593	180	95	199	116	154	94	67	38	134	70	102	72	50	27	166	66	1094	718
SPACE STARS I		3	187	183	A	4.5	17	367	1556	214^	135^	214^	76v	141^	137^	82v	66v	187^	119^	159^	76v	51v	28v	169^	49v	986	611
	SAT. 11.00A 30 NBC CA		95	94	B	4.6	17	375	1475	187	139	205	96	152	137	72	48	177	125	152	92	41	25	191	68	902	557
SPACE STARS II		3	187	183	A	5.3	19	432	1583	222^	118^	222^	65v	175^	160^	114^	47v	309	164^	259^	143^	129^	50v	264^	57v	788	468
	SAT. 11.30A 30 NBC CA		95	94	B	5.4	19	440	1555	196	126	218	104	184	157	86	34	280	182	242	168	87	38	257	78	800	492
SPIDER-MAN & FRIENDS		3	196	191	A	5.4	20	440	1707	227^	168^	227^	82^	157^	134^	119^	63v	223^	136^	210^	140^	74^	13v	366	64v	891	585
	SAT. 10.30A 30 NBC CA		95	95	B	5.3	20	432	1655	239	173	244	103	177	137	112	62	233	150	200	131	73	33	303	73	875	566
SPORTSWORLD-SAT		8	169	166	A	6.2	16	505	1964	608	238	677	277	432	322	261	222^	862	328	624	629	418	151^	82^	44v	343	263
	SAT. 4.00P 90 NBC SA		91	85	B	6.0	15	489	1555	443	150	518	196	303	230	207	191	757	269	490	474	386	211	78	50	202	139
	4.00 - 4.30				A	5.7	15	465	2034	669	282	726	307	486	366	293	203^	850	325	650	657	445	114^	58v	29v	400	288
	4.30 - 5.00				A	6.6	17	538	1957	600	233	652	267	413	327	248	211^	861	335	630	642	413	139^	53v	47v	391	318
	5.00 - 5.30				A	6.5	15	530	1843	553	197^	645	253	397	262	236	248	846	313	579	575	384	188^	113^	48v	239	178^
SUNDAY MORNING		12	154	153	A	5.0	24	408	1471	603	225^	607	221^	291^	279^	201^	288^	740	309	421	340	321	260^	26v	LT	98^	42v
	SUN. 9.00A 90 CBS N		90	90	B	5.0	25	408	1450	608	237	631	183	281	278	272	312	640	242	352	329	291	227	50	12	129	75
	9.00 - 9.30				A	4.1	23	334	1162	575	189^	575	153^	261^	299^	294^	276^	569	155^	269^	255^	315^	260^	LT	LT	18v	LT
	9.30 - 10.00				A	5.2	25	424	1495	578	163^	581	193^	246^	218^	175^	313	748	355	435	308	309	257^	38v	LT	128^	56v
	10.00 - 10.30				A	5.8	25	473	1626	641	303	644	288	349	314	154^	275	836	372	507	413	324	259	28v	12v	118^	53v
SUPERFRIENDS		12	172	169	A	3.3	17	269	1156	97v	56v	97v	82v	82v	82v	LT	LT	141^	79v	112v	109v	44v	29v	85v	33v	833	487
	SAT. 8.00A 30 ABC CA		89	80	B	3.3	19	269	1440	192	54	219	138	189	129	55	29	187	119	141	105	28	43	136	32	898	529
TARZAN/L.RANGER/ZORRO HR1		1		193	A	3.5	20	285	1354	166v	152v	260^	151v	203v	109v	109v	57v	193v	84v	168v	155v	109v	25v	147v	28v	754^	467^
	2 SAT. 8.30A 30 CBS CA			99	B	3.5	20	285	1354	166	152	260	151	203	109	109	57	193	84	168	155	109	25	147	28	754	467

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

AUDIENCE COMPOSITION

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																										
TARZAN/L.RANGER/ZORRO HR2	1		193	A	5.1	22	416	1281	122v	72v	189^	67v	137v	75v	94v	47v	205^	82v	150^	118v	107v	55v	205^	24v	682	457^
2 SAT. 9.00A 30 CBS CA			99	B	5.1	22	416	1281	122	72	189	67	137	75	94	47	205	82	150	118	107	55	205	24	682	457
TARZAN/L.RANGER/ZORRO HR1	11	180		A	4.9	18	399	1293	341^	108v	341^	128v	195^	132v	110v	119v	155^	104v	104v	35v	LT	51v	192^	60v	605	319^
1 SAT. 11.30A 30 CBS CA		97		B	5.7	22	465	1534	374	165	427	252	318	175	115	91	236	156	190	118	56	38	181	63	690	346
TARZAN/L.RANGER/ZORRO HR2	11	180		A	6.0	20	489	1276	267^	131^	267^	131^	131^	LT	18v	136^	176^	121v	143^	22v	22v	33v	142^	LT	691	444^
1 SAT. 12.00N 30 CBS CA		97		B	5.9	22	481	1552	367	155	420	228	293	172	115	105	250	181	216	127	58	25	172	41	710	388
THIS WEEK-DAVID BRINKLEY	4	167	167	A	3.4	11	277	1249	433^	122^	433^	98v	127^	180^	201^	231^	707	248^	353^	390^	323^	317^	LT	LT	98v	62v
SUN. 11.30A 60 ABC N		89	90	B	3.4	11	277	1422	463	173	488	113	178	209	240	227	774	321	418	352	285	308	23	LT	137	96
11.30 - 12.00				A	3.3	11	269	1223	438^	97v	438^	152^	152^	167^	146^	230^	636	271^	360^	360^	212^	276^	19v	LT	130^	85v
12.00 - 12.30				A	3.6	11	293	1235	417	140^	417	44v	96v	191^	249^	226^	753	221^	337^	401^	410^	352^	LT	LT	65v	38v
30 MINUTES	11	150	131	A	4.0	12	326	1040	187^	31v	187^	16v	74v	58v	74v	113^	453	104^	291^	258^	307^	162^	166^	70v	234^	182^
SAT. 1.30P 30 CBS DN		87	78	B	3.6	12	293	1384	434	166	508	233	313	207	191	153	293	113	195	159	145	82	153	75	430	258
THUNDARR THE BARBARIAN	12	172	166	A	5.0	17	408	1395	261^	218^	264^	164^	243^	150^	93^	21v	404	219^	290^	126^	152^	98^	214^	120^	513	299
SAT. 11.30A 30 ABC CA		92	82	B	5.1	19	416	1579	270	157	291	166	235	158	98	48	349	218	279	184	93	66	267	114	672	424
TOM AND JERRY COMEDY SHOW	12	156	138	A	5.5	17	448	1536	252^	162^	274	160^	177^	17v	35v	97^	135^	31v	66v	87^	69^	35v	121^	48v	1006	608
SAT. 12.30P 30 CBS CA		92	82	B	5.6	20	456	1644	336	152	385	196	266	159	116	101	291	181	224	148	89	47	184	58	784	445
TROLLKINS	1		152	A	5.2	19	424	1538	330^	218^	341^	224^	288^	130v	85v	53v	111v	59v	59v	21v	21v	31v	133v	59v	953	450^
2 SAT. 12.00N 30 CBS CA			89	B	5.2	19	424	1538	330	218	341	224	288	130	85	53	111	59	59	21	21	31	133	59	953	450
TROLLKINS	11	190		A	3.3	19	269	1264	40v	40v	40v	LT	40v	40v	40v	LT	182v	LT	96v	96v	182v	86v	79v	45v	963	334^
1 SAT. 8.30A 30 CBS CA		98		B	3.4	19	277	1510	233	64	244	150	195	99	82	40	205	110	144	117	89	55	152	74	909	471

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.MON. NOV.23, 1981

WEEK 1

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)						20,700 25.4				31,950 39.2							
						← THAT'S INCREDIBLE (OP) →				← NFL MONDAY NIGHT FOOTBALL MINNESOTA VS ATLANTA (9:00-12:17AM)(+OP) (SUSTAINING 12:17-12:29AM)							
AVERAGE AUDIENCE (Households (000) & %)						15,570 19.1	18.4*		19.9*	17,360 21.3	20.9*		22.6*		23.7*		21.1*
SHARE OF AUDIENCE	%					29	28 *		30 *	36	31 *		33 *		36 *		34 *
AVG. AUD. BY ¼ HR.	%					17.7	19.1	20.0	19.8	20.7	21.1	22.3	23.0	23.8	23.7	21.7	20.6
CBS TV TOTAL AUDIENCE (Households (000) & %)						15,730 19.3		14,670 18.0		19,400 23.8		16,630 20.4		17,520 21.5			
						CHARLIE BROWN THANKSGIV. (R)(OP)		NO MAN'S VALLEY		M*A*S*H		HOUSE CALLS		← LOU GRANT →			
AVERAGE AUDIENCE (Households (000) & %)						13,860 17.0		13,370 16.4		17,440 21.4		15,320 18.8		13,370 16.4	16.6*		16.1*
SHARE OF AUDIENCE	%					25		24		31		28		27	26 *		27 *
AVG. AUD. BY ¼ HR.	%					16.9	17.2	15.8	17.0	21.0	21.7	18.6	19.0	16.8	16.5	16.5	15.7
NBC TV TOTAL AUDIENCE (Households (000) & %)						19,890 24.4				22,090 27.1							
						← LITTLE HOUSE-PRAIRIE (OP) →				← NBC MONDAY NIGHT MOVIES FIRE ON THE MOUNTAIN(SUS-OP) →							
AVERAGE AUDIENCE (Households (000) & %)						15,890 19.5	18.4*		20.5*	15,080 18.5	18.0*		18.4*		18.4*		19.0*
SHARE OF AUDIENCE	%					29	28 *		30 *	28	26 *		27 *		29 *		32 *
AVG. AUD. BY ¼ HR.	%					17.8	19.0	20.6	20.5	17.8	18.2	18.8	17.9	18.2	18.6	19.3	18.7

WEEK 2

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)						18,580 22.8				34,070 41.8							
						← THAT'S INCREDIBLE (OP) →				← NFL MONDAY NIGHT FOOTBALL PHILADELPHIA VS MIAMI (9:00-12:05AM)(+OP) (SUSTAINING 12:05-12:11AM)							
AVERAGE AUDIENCE (Households (000) & %)						14,340 17.6	16.5*		18.6*	20,620 25.3	23.8*		27.1*		27.3*		25.2*
SHARE OF AUDIENCE	%					25	24 *		27 *	40	34 *		39 *		40 *		39 *
AVG. AUD. BY ¼ HR.	%					16.1	17.0	18.3	18.8	23.2	24.4	26.6	27.7	28.2	26.3	25.2	25.2
CBS TV TOTAL AUDIENCE (Households (000) & %)						15,650 19.2		14,260 17.5		22,820 28.0		18,750 23.0		20,380 25.0			
						PRIVATE BENJAMIN		TWO OF US (OP)		M*A*S*H		HOUSE CALLS		← LOU GRANT →			
AVERAGE AUDIENCE (Households (000) & %)						13,940 17.1		13,120 16.1		20,210 24.8		17,200 21.1		17,120 21.0	20.4*		21.6*
SHARE OF AUDIENCE	%					24		23		34		30		33	31 *		35 *
AVG. AUD. BY ¼ HR.	%					16.8	17.5	15.6	16.5	23.9	25.7	21.0	21.3	19.6	21.2	21.6	21.6
NBC TV TOTAL AUDIENCE (Households (000) & %)						20,860 25.6				18,830 23.1							
						← LITTLE HOUSE-PRAIRIE (OP) →				← NBC MONDAY NIGHT MOVIES ADVICE TO THE LOVELORN(OP) →							
AVERAGE AUDIENCE (Households (000) & %)						17,200 21.1	19.9*		22.2*	11,820 14.5	15.0*		14.8*		14.7*		13.6*
SHARE OF AUDIENCE	%					30	28 *		31 *	21	21 *		21 *		22 *		22 *
AVG. AUD. BY ¼ HR.	%					19.2	20.7	22.3	22.1	15.0	15.0	15.3	14.3	14.6	14.8	14.1	13.2

TV HOUSEHOLDS USING TV (See Def. 1)		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
	WK. 1	61.4	63.0	62.2	63.8	66.1	67.5	68.0	69.3	69.3	69.9	68.2	67.5	64.6	62.7	60.3	57.6
	WK. 2	65.0	66.9	66.7	68.0	69.1	70.7	70.7	71.8	72.1	72.1	70.7	69.7	68.0	65.4	63.1	60.5

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

EVE.MON. NOV.30, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. NOV.24, 1981

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV																
TOTAL AUDIENCE (Households (000))					17,360		18,010		21,190		19,720		20,210			
TOTAL AUDIENCE (%)					21.3		22.1		26.0		24.2		24.8			
Program					HAPPY DAYS		LAVERNE & SHIRLEY		THREE'S COMPANY		TOO CLOSE FOR COMFORT (OP)		← HART TO HART →			
AVERAGE AUDIENCE (Households (000))					15,240		16,060		19,230		18,340		16,870			
AVERAGE AUDIENCE (%)					18.7		19.7		23.6		22.5		20.7	20.9*		20.5*
SHARE OF AUDIENCE %					29		30		36		34		34	34 *		35 *
AVG. AUD. BY ¼ HR. %					17.9	19.6	19.1	20.2	23.0	24.2	22.6	22.4	21.2	20.7	21.2	19.9
CBS TV																
TOTAL AUDIENCE (Households (000))					18,990				19,720							
TOTAL AUDIENCE (%)					23.3				24.2							
Program					← SIMON & SIMON (OP) →				← CBS TUESDAY NIGHT MOVIES A SMALL KILLING →							
AVERAGE AUDIENCE (Households (000))					14,430				12,800							
AVERAGE AUDIENCE (%)					17.7	17.0*		18.4*	15.7	15.3*		15.3*		16.1*		16.3*
SHARE OF AUDIENCE %					27	27 *		28 *	25	23 *		23 *		26 *		28 *
AVG. AUD. BY ¼ HR. %					16.5	17.6	18.4	18.4	15.8	14.7	15.2	15.3	15.9	16.3	16.1	16.5
NBC TV																
TOTAL AUDIENCE (Households (000))					15,400		13,040		15,730				14,340			
TOTAL AUDIENCE (%)					18.9		16.0		19.3				17.6			
Program					DAFFY-THANKS FOR GIVING (R)		BERENSTAIN BEARS -BIG PAW (R)(OP)		← FATHER MURPHY (OP) →				← FLAMINGO ROAD →			
AVERAGE AUDIENCE (Households (000))					13,530		12,060		13,280				11,900			
AVERAGE AUDIENCE (%)					16.6		14.8		16.3	15.8*		16.8*	14.6	14.9*		14.4*
SHARE OF AUDIENCE %					26		23		25	24 *		26 *	24	24 *		25 *
AVG. AUD. BY ¼ HR. %					17.1	16.2	14.8	14.8	15.3	16.3	16.9	16.8	15.0	14.8	14.4	14.4

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV																
TOTAL AUDIENCE (Households (000))					17,850		17,200		18,340		17,360		17,930			
TOTAL AUDIENCE (%)					21.9		21.1		22.5		21.3		22.0			
Program					HAPPY DAYS		LAVERNE & SHIRLEY		THREE'S COMPANY		TOO CLOSE FOR COMFORT (OP)		← HART TO HART →			
AVERAGE AUDIENCE (Households (000))					16,220		15,890		16,710		15,890		14,020			
AVERAGE AUDIENCE (%)					19.9		19.5		20.5		19.5		17.2	17.9*		16.6*
SHARE OF AUDIENCE %					31		30		30		29		27	27 *		27 *
AVG. AUD. BY ¼ HR. %					19.1	20.7	19.1	19.8	19.9	21.0	19.5	19.6	17.9	17.8	16.7	16.5
CBS TV																
TOTAL AUDIENCE (Households (000))					12,960				17,690							
TOTAL AUDIENCE (%)					15.9				21.7							
Program					← SIMON & SIMON (OP) →				← HALLMARK HALL OF FAME THE MARVA COLLINS STORY →							
AVERAGE AUDIENCE (Households (000))					9,780				11,980							
AVERAGE AUDIENCE (%)					12.0	11.5*		12.6*	14.7	13.1*		14.6*		15.5*		15.4*
SHARE OF AUDIENCE %					19	18 *		19 *	22	19 *		22 *		24 *		25 *
AVG. AUD. BY ¼ HR. %					11.6	11.4	12.6	12.5	13.0	13.2	13.9	15.3	15.3	15.7	15.6	15.3
NBC TV																
TOTAL AUDIENCE (Households (000))					18,500				25,750							
TOTAL AUDIENCE (%)					22.7				31.6							
Program					← FATHER MURPHY (OP) →				← MAVERICK (SUS-OP) →							
AVERAGE AUDIENCE (Households (000))					15,320				18,830							
AVERAGE AUDIENCE (%)					18.8	17.9*		19.8*	23.1	22.0*		23.0*		23.9*		23.4*
SHARE OF AUDIENCE %					29	28 *		30 *	35	33 *		34 *		37 *		38 *
AVG. AUD. BY ¼ HR. %					17.3	18.4	19.8	19.8	21.8	22.3	23.0	23.1	23.8	24.1	24.1	22.8

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	60.9	61.1	61.8	63.0	63.6	63.9	64.6	65.3	65.1	65.3	65.5	65.4	62.7	61.2	59.4	57.4
WK. 2	62.8	64.8	63.9	64.2	63.2	64.6	65.1	65.2	67.0	68.0	68.0	67.7	66.1	64.6	62.8	61.1

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

EVE.TUE. DEC.1, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. NOV.25, 1981

WEEK 1

TIME	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	16,140 19.8				18,090 22.2				17,930 22.0			
Program	← GREATEST AMERICAN HERO →				← FALL GUY (OP) →				← DYNASTY →			
AVERAGE AUDIENCE (Households (000) & %)	12,470 15.3	14.5*		16.1*	14,180 17.4	15.7*		19.1*	14,430 17.7	17.3*		18.1*
SHARE OF AUDIENCE %	25	24 *		26 *	28	25 *		31 *	31	30 *		33 *
AVG. AUD. BY ¼ HR. %	13.7	15.2	16.1	16.0	14.9	16.5	18.9	19.3	17.0	17.5	18.1	18.1
CBS TV TOTAL AUDIENCE (Households (000) & %)	23,310 28.6								15,320 18.8			
Program	← MUPPET MOVIE (OP) →								← SHANNON →			
AVERAGE AUDIENCE (Households (000) & %)	15,650 19.2	18.8*		19.8*		19.8*		18.6*	11,650 14.3	14.2*		14.4*
SHARE OF AUDIENCE %	31	31 *		32 *		32 *		30 *	25	25 *		26 *
AVG. AUD. BY ¼ HR. %	18.7	18.8	19.7	19.8	20.0	19.6	18.7	18.5	14.2	14.2	14.7	14.2
NBC TV TOTAL AUDIENCE (Households (000) & %)	19,560 24.0						13,860 17.0		20,380 25.0			
Program	← REAL PEOPLE (OP) →						FACTS OF LIFE (SUS-OP)		← STEVE MARTIN SPECIAL →			
AVERAGE AUDIENCE (Households (000) & %)	13,370 16.4	15.8*		16.3*		17.0*	12,710 15.6		14,670 18.0	19.8*		16.3*
SHARE OF AUDIENCE %	27	26 *		26 *		27 *	25		32	34 *		30 *
AVG. AUD. BY ¼ HR. %	15.5	16.1	16.5	16.2	17.0	16.9	15.2	16.0	20.4	19.1	16.7	15.9

WEEK 2

TIME	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	17,280 21.2				21,110 25.9				20,290 24.9			
Program	← GREATEST AMERICAN HERO →				← FALL GUY (OP) →				← DYNASTY →			
AVERAGE AUDIENCE (Households (000) & %)	13,610 16.7	15.8*		17.6*	15,890 19.5	18.6*		20.4*	17,030 20.9	21.2*		20.6*
SHARE OF AUDIENCE %	25	24 *		27 *	30	28 *		31 *	35	34 *		35 *
AVG. AUD. BY ¼ HR. %	15.6	16.0	17.2	18.0	18.1	19.0	20.1	20.7	21.3	21.1	20.5	20.6
CBS TV TOTAL AUDIENCE (Households (000) & %)	14,180 17.4		12,390 15.2		13,860 17.0				11,650 14.3			
Program	MR. MERLIN		WKRP IN CINCINNATI (OP)		← NURSE →				← SHANNON →			
AVERAGE AUDIENCE (Households (000) & %)	12,470 15.3		11,170 13.7		10,760 13.2	12.6*		13.9*	9,370 11.5	11.3*		11.6*
SHARE OF AUDIENCE %	24		21		20	19 *		21 *	19	18 *		20 *
AVG. AUD. BY ¼ HR. %	14.9	15.8	13.7	13.7	12.3	12.9	13.7	14.1	11.4	11.3	11.6	11.7
NBC TV TOTAL AUDIENCE (Households (000) & %)	20,780 25.5				16,790 20.6		14,430 17.7		17,360 21.3			
Program	← REAL PEOPLE (OP) →				FACTS OF LIFE		LOVE, SIDNEY (OP)		← QUINCY, M.E. →			
AVERAGE AUDIENCE (Households (000) & %)	16,710 20.5	20.0*		21.1*	15,000 18.4		13,040 16.0		14,180 17.4	17.8*		17.0*
SHARE OF AUDIENCE %	31	31 *		32 *	28		25		29	29 *		29 *
AVG. AUD. BY ¼ HR. %	19.4	20.6	21.2	21.0	18.8	18.0	16.1	15.9	17.9	17.7	17.3	16.8

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	56.5	57.7	56.7	58.8	60.2	60.8	62.0	62.3	62.1	62.6	62.7	62.1	58.6	57.3	55.8	54.7
WK. 2	62.7	63.7	64.0	64.5	64.5	65.6	65.9	66.4	65.0	65.7	65.0	65.2	62.1	61.1	59.9	57.8

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

EVE.WED. DEC.2, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. THU. NOV. 26, 1981 — WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					12,310 15.1		10,600 13.0		13,690 16.8		11,740 14.4		17,120 21.0			
ABC TV Program					MORK & MINDY		BEST OF THE WEST		BARNEY MILLER		TAXI (OP)		← BARBARA WALTERS SPECIAL →			
ABC TV AVERAGE AUDIENCE (Households (000) & %)					10,510 12.9		9,700 11.9		12,060 14.8		10,840 13.3		12,960 15.9	15.8*		16.0*
ABC TV SHARE OF AUDIENCE %					25		22		26		24		30	29 *		30 *
ABC TV AVG. AUD. BY ¼ HR. %					12.5	13.3	11.8	12.1	14.5	15.0	13.2	13.4	15.6	15.9	16.1	15.9
CBS TV TOTAL AUDIENCE (Households (000) & %)	8,150 10.0				18,260 22.4				16,630 20.4				12,550 15.4			
CBS TV Program	CBS EVE. NEWS-RATHER(B)				← MAGNUM, P.I. (OP) →				← KNOTS LANDING →				← JESSICA NOVAK →			
CBS TV AVERAGE AUDIENCE (Households (000) & %)	7,170 8.8				14,340 17.6	17.1*		18.1*	12,710 15.6	15.6*		15.7*	9,450 11.6	11.6*		11.6*
CBS TV SHARE OF AUDIENCE %	19				33	33 *		33 *	28	27 *		28 *	22	21 *		22 *
CBS TV AVG. AUD. BY ¼ HR. %	8.8	8.8			16.8	17.5	18.1	18.1	15.5	15.6	15.7	15.6	11.7	11.5	11.6	11.6
NBC TV TOTAL AUDIENCE (Households (000) & %)					10,840 13.3				12,710 15.6		11,490 14.1		17,440 21.4			
NBC TV Program					← OSMOND FAMILY SPECIAL (OP) →				DIFF'RENT STROKES		GIMME A BREAK (OP)		← HILL STREET BLUES (R) →			
NBC TV AVERAGE AUDIENCE (Households (000) & %)					8,230 10.1	9.7*		10.5*	11,410 14.0		10,760 13.2		13,860 17.0	16.9*		17.0*
NBC TV SHARE OF AUDIENCE %					19	18 *		19 *	25		23		32	31 *		32 *
NBC TV AVG. AUD. BY ¼ HR. %					9.6	9.8	10.2	10.8	13.2	14.7	13.0	13.4	16.9	17.0	17.1	17.0

EVE. THU. DEC. 3, 1981 — WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					14,670 18.0		14,430 17.7		27,710 34.0							
ABC TV Program					MORK & MINDY		BEST OF THE WEST (OP)		← NFL FOOTBALL SPECIAL CLEVELAND VS HOUSTON (9:00-11:44PM)(+OP) (SUSTAINING 11:44-11:50PM) →							
ABC TV AVERAGE AUDIENCE (Households (000) & %)					12,800 15.7		12,630 15.5		14,430 17.7	17.2*		18.4*		17.9*		17.9*
ABC TV SHARE OF AUDIENCE %					24		24		29	26 *		28 *		29 *		30 *
ABC TV AVG. AUD. BY ¼ HR. %					14.7	16.8	14.9	16.1	17.1	17.3	18.6	18.3	18.8	17.1	17.7	18.0
CBS TV TOTAL AUDIENCE (Households (000) & %)					20,860 25.6				18,910 23.2				15,000 18.4			
CBS TV Program					← MAGNUM, P.I. (OP) →				← KNOTS LANDING →				← JESSICA NOVAK →			
CBS TV AVERAGE AUDIENCE (Households (000) & %)					16,630 20.4	19.3*		21.4*	14,910 18.3	17.7*		18.8*	11,820 14.5	14.8*		14.2*
CBS TV SHARE OF AUDIENCE %					31	30 *		32 *	28	27 *		28 *	25	25 *		25 *
CBS TV AVG. AUD. BY ¼ HR. %					19.0	19.6	21.5	21.3	17.6	17.9	18.7	18.8	14.7	14.8	14.4	14.0
NBC TV TOTAL AUDIENCE (Households (000) & %)					15,320 18.8				18,500 22.7		15,890 19.5		20,860 25.6			
NBC TV Program					← SKYWARD CHRISTMAS (OP) →				DIFF'RENT STROKES		GIMME A BREAK (SUS-OP)		← HILL STREET BLUES →			
NBC TV AVERAGE AUDIENCE (Households (000) & %)					11,740 14.4	14.1*		14.8*	15,650 19.2		14,020 17.2		16,870 20.7	20.6*		20.7*
NBC TV SHARE OF AUDIENCE %					22	22 *		22 *	29		26		36	34 *		37 *
NBC TV AVG. AUD. BY ¼ HR. %					14.3	13.9	14.8	14.7	18.4	19.9	17.0	17.4	20.1	21.2	21.2	20.3

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	44.5	46.0	47.6	51.0	52.0	53.1	54.3	55.3	56.5	57.4	56.5	56.6	54.9	54.0	53.0	52.1
WK. 2	60.6	62.7	62.8	64.1	64.0	65.1	66.1	66.2	66.1	67.2	66.6	65.5	61.3	58.6	57.2	55.5

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. FRI. NOV. 27, 1981

WEEK 1

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)						15,730 19.3		14,180 17.4		14,340 17.6				12,310 15.1			
Program						BENSON		BOSOM BUDDIES		← DARKROOM (OP) →				← STRIKE FORCE →			
AVERAGE AUDIENCE (Households (000) & %)						13,450 16.5		12,230 15.0		10,430 12.8	13.4*		12.2*	10,110 12.4	12.2*		12.6*
SHARE OF AUDIENCE	%					28		25		21	22 *		20 *	21	21 *		22 *
AVG. AUD. BY ¼ HR.	%					16.0	17.0	15.1	14.8	13.5	13.3	12.4	11.9	12.2	12.2	12.5	12.7
CBS TV TOTAL AUDIENCE (Households (000) & %)						17,850 21.9		17,850 21.9		24,530 30.1				26,410 32.4			
Program						BUGS BUNNY-LOONEY XMAS (R)(OP)		FROSTY THE SNOWMAN (R)		← DUKES OF HAZZARD →				← DALLAS →			
AVERAGE AUDIENCE (Households (000) & %)						15,240 18.7		16,300 20.0		19,800 24.3	23.3*		25.3*	23,470 28.8	28.6*		29.0*
SHARE OF AUDIENCE	%					31		33		40	39 *		42 *	50	49 *		50 *
AVG. AUD. BY ¼ HR.	%					17.9	19.4	19.6	20.4	22.7	23.9	24.7	25.9	28.1	29.2	29.6	28.4
NBC TV TOTAL AUDIENCE (Households (000) & %)						15,160 18.6				14,830 18.2				10,430 12.8			
Program						← NBC MAGAZINE (SUS-OP) →				← MCCLAIN'S LAW (SUS-OP) →				← SEAL →			
AVERAGE AUDIENCE (Households (000) & %)						10,920 13.4	12.8*		14.0*	11,820 14.5	14.3*		14.7*	7,910 9.7	9.8*		9.5*
SHARE OF AUDIENCE	%					22	21 *		23 *	24	24 *		24 *	17	17 *		16 *
AVG. AUD. BY ¼ HR.	%					12.8	12.7	14.1	14.0	14.1	14.4	14.9	14.5	9.9	9.6	9.7	9.4

WEEK 2

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)						12,710 15.6		11,410 14.0		11,490 14.1				11,330 13.9			
Program						BENSON		BOSOM BUDDIES		← DARKROOM (OP) →				← STRIKE FORCE →			
AVERAGE AUDIENCE (Households (000) & %)						11,000 13.5		9,860 12.1		8,800 10.8	10.8*		10.7*	8,720 10.7	10.9*		10.6*
SHARE OF AUDIENCE	%					23		20		18	18 *		17 *	18	19 *		18 *
AVG. AUD. BY ¼ HR.	%					13.0	14.1	12.0	12.3	10.8	10.8	10.6	10.9	10.8	10.9	10.4	10.8
CBS TV TOTAL AUDIENCE (Households (000) & %)						22,010 27.0				25,430 31.2				21,190 26.0			
Program						← DUKES OF HAZZARD (OP) →				← DALLAS →				← FALCON CREST →			
AVERAGE AUDIENCE (Households (000) & %)						17,600 21.6	20.5*		22.7*	22,010 27.0	26.5*		27.5*	17,850 21.9	22.5*		21.2*
SHARE OF AUDIENCE	%					36	35 *		38 *	44	44 *		45 *	38	38 *		37 *
AVG. AUD. BY ¼ HR.	%					19.7	21.3	22.5	22.9	25.9	27.1	27.6	27.4	22.8	22.1	21.6	20.8
NBC TV TOTAL AUDIENCE (Households (000) & %)						12,230 15.0				12,310 15.1				17,600 21.6			
Program						← NBC MAGAZINE (OP) →				← MCCLAIN'S LAW (OP) →				← TV CENSORED BLOOPERS (R) →			
AVERAGE AUDIENCE (Households (000) & %)						8,970 11.0	11.1*		10.9*	10,020 12.3	11.8*		12.8*	13,610 16.7	16.0*		17.3*
SHARE OF AUDIENCE	%					19	19 *		18 *	20	20 *		21 *	29	27 *		30 *
AVG. AUD. BY ¼ HR.	%					11.3	10.8	10.8	10.9	11.5	12.0	12.5	13.2	15.6	16.5	17.3	17.2

TV HOUSEHOLDS USING TV (See Def. 1)

	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	55.6	56.2	56.3	58.3	59.2	59.9	59.9	60.2	60.0	60.2	60.4	60.7	58.5	58.0	58.1	57.4
WK. 2	56.3	58.1	57.2	57.4	58.4	59.7	59.5	60.0	60.1	61.0	61.2	61.5	59.1	58.8	58.1	56.5

U.S. TV Households: 81,500,000

For explanation of symbols, See page A

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. NOV.28, 1981

WEEK 1

Network	Measure	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)					12,140 14.9		11,570 14.2		21,430 26.3				18,660 22.9			
	Program	(1)				OPEN ALL NIGHT		MAKING A LIVING (OP)		← LOVE BOAT (OP) →				← FANTASY ISLAND →			
	AVERAGE AUDIENCE (Households (000) & %)					10,020 12.3		10,680 13.1		17,440 21.4	20.2*		22.6*	14,830 18.2	18.5*		17.9*
	SHARE OF AUDIENCE %					20		21		35	33 *		37 *	32	31 *		32 *
	AVG. AUD. BY ¼ HR. %	17.1				12.2	12.4	12.6	13.7	19.3	21.2	22.5	22.6	18.6	18.4	18.0	17.9
CBS TV	TOTAL AUDIENCE (Households (000) & %)					16,710 20.5				21,520 26.4							
	Program					← WALT DISNEY THE CHEROKEE TRAIL(OP) →				← CBS SAT. NIGHT MOVIE DREAM HOUSE →							
	AVERAGE AUDIENCE (Households (000) & %)					13,120 16.1	15.3*		17.0*	14,430 17.7	15.6*		16.2*		19.0*		20.0*
	SHARE OF AUDIENCE %					26	25 *		28 *	30	26 *		26 *		32 *		35 *
	AVG. AUD. BY ¼ HR. %					14.8	15.8	17.0	17.0	15.5	15.8	16.1	16.4	18.9	19.1	20.0	20.1
NBC TV	TOTAL AUDIENCE (Households (000) & %)					16,630 20.4				10,600 13.0				9,860 12.1			
	Program					← BARBARA MANDRELL (OP) →				← NASHVILLE PALACE (OP) →				← NBC NEWS REPORT THE SPIES AMONG US →			
	AVERAGE AUDIENCE (Households (000) & %)					13,040 16.0	16.1*		15.8*	7,990 9.8	10.3*		9.3*	6,760 8.3	8.6*		8.1*
	SHARE OF AUDIENCE %					26	27 *		26 *	16	17 *		15 *	14	15 *		14 *
	AVG. AUD. BY ¼ HR. %					15.9	16.3	16.1	15.6	10.7	9.9	9.4	9.2	9.0	8.1	8.1	8.1

WEEK 2

Network	Measure	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)					10,920 13.4		10,350 12.7		19,400 23.8				17,770 21.8			
	Program					OPEN ALL NIGHT		MAKING A LIVING (OP)		← LOVE BOAT (OP) →				← FANTASY ISLAND →			
	AVERAGE AUDIENCE (Households (000) & %)					9,370 11.5		9,370 11.5		15,890 19.5	18.4*		20.6*	14,180 17.4	17.4*		17.3*
	SHARE OF AUDIENCE %					19		19		31	29 *		33 *	30	29 *		30 *
	AVG. AUD. BY ¼ HR. %					11.2	11.8	11.1	12.0	17.6	19.2	20.5	20.7	17.3	17.4	17.3	17.4
CBS TV	TOTAL AUDIENCE (Households (000) & %)					19,480 23.9				20,540 25.2							
	Program					← WALT DISNEY A MAGICAL DISNEY CHRISTMAS(OP) →				← CBS SAT. NIGHT MOVIE THE CHILDREN NOBODY WANTED →							
	AVERAGE AUDIENCE (Households (000) & %)					14,830 18.2	17.6*		18.7*	14,260 17.5	16.9*		17.0*		17.9*		18.1*
	SHARE OF AUDIENCE %					30	29 *		30 *	29	27 *		27 *		30 *		32 *
	AVG. AUD. BY ¼ HR. %					17.2	18.1	18.9	18.6	16.9	17.0	16.9	17.1	17.9	17.9	18.1	18.0
NBC TV	TOTAL AUDIENCE (Households (000) & %)					17,280 21.2				13,200 16.2				12,310 15.1			
	Program					← BARBARA MANDRELL (OP) →				← DOUG HENNING'S WRLD-MAGIC (R)(SUS-OP) →				← TELEVISION INSIDE & OUT →			
	AVERAGE AUDIENCE (Households (000) & %)					13,530 16.6	16.0*		17.2*	9,860 12.1	12.5*		11.7*	9,210 11.3	11.5*		11.1*
	SHARE OF AUDIENCE %					27	26 *		28 *	19	20 *		19 *	19	19 *		19 *
	AVG. AUD. BY ¼ HR. %					15.4	16.6	17.2	17.2	12.7	12.2	11.8	11.5	11.4	11.6	11.1	11.0

TV HOUSEHOLDS USING TV (See Def. 1)		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
	WK. 1	58.3	59.5	59.5	59.4	60.0	60.8	61.7	61.2	60.6	61.3	61.8	61.4	59.6	58.0	57.0	56.2
	WK. 2	59.5	61.3	61.3	61.6	60.6	61.4	61.2	62.0	62.6	63.5	62.9	62.6	60.7	59.7	58.2	56.4

U.S. TV Households: 81,500,000

(1)NCAA FOOTBALL GAME 2,AUBURN VS ALABAMA,ABC,(3:46-7:03PM)

For explanation of symbols, See page A.

EVE.SAT. DEC.5, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. NOV.28, 1981

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WEEK 1																	
ABC TV TOTAL AUDIENCE (Households (000) & %)		4,890 6.0															
		ABC WEEKEND REPORT-SAT.															
AVERAGE AUDIENCE (Households (000) & %)		4,890 6.0															
SHARE OF AUDIENCE	%	12															
AVG. AUD. BY ¼ HR.	%	6.0															
CBS TV TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE	%																
AVG. AUD. BY ¼ HR.	%																
NBC TV TOTAL AUDIENCE (Households (000) & %)				11,650 14.3													
				← SATURDAY NIGHT → (11:30-12:47AM) (SUSTAINING 12:47-1:00AM)													
AVERAGE AUDIENCE (Households (000) & %)				7,250 8.9	9.8*		8.6*										
SHARE OF AUDIENCE	%			24	23 *		24 *										
AVG. AUD. BY ¼ HR.	%			9.9	9.7	8.8	8.4	7.9	7.2								
WEEK 2																	
ABC TV TOTAL AUDIENCE (Households (000) & %)		5,300 6.5															
		ABC WEEKEND REPORT-SAT.															
AVERAGE AUDIENCE (Households (000) & %)		5,130 6.3															
SHARE OF AUDIENCE	%	13															
AVG. AUD. BY ¼ HR.	%	6.3															
CBS TV TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE	%																
AVG. AUD. BY ¼ HR.	%																
NBC TV TOTAL AUDIENCE (Households (000) & %)				13,200 16.2													
				← SATURDAY NIGHT → (11:30-12:49AM) (SUSTAINING 12:49-1:00AM)													
AVERAGE AUDIENCE (Households (000) & %)				7,580 9.3	10.0*		9.3*										
SHARE OF AUDIENCE	%			26	25 *		27 *										
AVG. AUD. BY ¼ HR.	%			10.3	9.7	9.5	9.1	8.4	8.1								
TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	52.5	48.2	43.3	41.2	37.3	34.2	31.4	29.4	25.6	23.7	21.0	18.3	15.6	14.4	13.1	11.7
	WK. 2	51.1	47.5	41.4	37.9	35.0	33.1	31.2	29.1	25.4	22.7	20.4	18.9	16.5	15.0	13.3	11.9

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

EVE.SAT. DEC.5, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. NOV.29, 1981

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV																
TOTAL AUDIENCE (Households (000) & %)	14,260 17.5				17,360 21.3				24,690 30.3							
Program	CODE RED				TODAY'S FBI (OP)				ABC SUNDAY NIGHT MOVIE SIZZLE(OP)							
AVERAGE AUDIENCE (Households (000) & %)	10,110 12.4	11.4*		13.3*	13,040 16.0	14.9*		17.1*	17,690 21.7	19.5*		21.5*		22.8*		22.9*
SHARE OF AUDIENCE %	18	17 *		19 *	23	22 *		24 *	33	28 *		31 *		35 *		36 *
AVG. AUD. BY ¼ HR. %	10.4	12.3	13.0	13.7	13.9	15.8	16.3	18.0	18.6	20.5	21.2	21.8	22.5	23.1	23.1	22.8
CBS TV																
TOTAL AUDIENCE (Households (000) & %)	32,030 39.3				20,950 25.7		23,310 28.6		20,130 24.7		20,860 25.6		19,800 24.3			
Program	60 MINUTES (7:14-8:14PM)(OP)(→OP)				ARCHIE BUNKER'S PLACE (8:14-8:44PM)(→OP)(OP)				ONE DAY AT A TIME (8:44-9:14PM)(→OP)(OP)	ALICE (9:14-9:44PM)(→OP)(OP)			JEFFERSONS (9:44-10:14PM)(→OP)(OP)	TRAPPER JOHN, M.D. (10:14-11:14PM)(→OP)(OP)		
AVERAGE AUDIENCE (Households (000) & %)	24,370 29.9			30.2*	18,420 22.6		18,990 23.3		18,580 22.8		18,910 23.2		16,220 19.9			20.0*
SHARE OF AUDIENCE %	44			44 *	32		33		33		34		32			32 *
AVG. AUD. BY ¼ HR. %	27.8	28.5	30.0	30.4	23.0	21.9	21.5	21.6	22.7	22.2	22.3	22.9	20.3	19.8	19.9	20.1
NBC TV																
TOTAL AUDIENCE (Households (000) & %)	16,380 20.1				20,050 24.6				21,600 26.5							
Program	SMURFS				CHIPS (OP)				NBC SUNDAY NIGHT MOVIE OF MICE AND MEN(SUS-OP) (9:00-11:30PM)							
AVERAGE AUDIENCE (Households (000) & %)	11,170 13.7	12.5*		14.9*	15,240 18.7	17.3*		20.2*	12,800 15.7	16.5*		15.6*		15.2*		15.0*
SHARE OF AUDIENCE %	20	19 *		22 *	27	25 *		29 *	24	24 *		23 *		23 *		24 *
AVG. AUD. BY ¼ HR. %	11.6	13.4	14.8	15.1	16.0	18.5	20.1	20.3	16.5	16.4	15.5	15.8	15.3	15.2	15.0	14.9

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV																
TOTAL AUDIENCE (Households (000) & %)	16,060 19.7				15,810 19.4				20,290 24.9							
Program	CODE RED (OP)				TODAY'S FBI (OP)				ABC SUNDAY NIGHT MOVIE A LONG WAY HOME (9:00-10:44PM)(SUS-OP) (SUSTAINING 10:44-10:55PM)							
AVERAGE AUDIENCE (Households (000) & %)	11,490 14.1	11.9*		16.2*	12,800 15.7	15.6*		15.8*	16,790 20.6	18.8*		20.7*		21.6*		
SHARE OF AUDIENCE %	21	18 *		24 *	23	23 *		23 *	30	27 *		30 *		33 *		
AVG. AUD. BY ¼ HR. %	11.5	12.4	15.4	17.0	15.8	15.5	15.7	15.9	18.2	19.4	20.5	20.9	21.5	21.7	22.2	
CBS TV																
TOTAL AUDIENCE (Households (000) & %)	30,400 37.3				21,920 26.9		20,950 25.7		18,500 22.7		18,750 23.0		17,690 21.7			
Program	60 MINUTES				ARCHIE BUNKER'S PLACE		ONE DAY AT A TIME (OP)		ALICE		JEFFERSONS		TRAPPER JOHN, M.D.			
AVERAGE AUDIENCE (Households (000) & %)	23,550 28.9	26.1*		31.6*	20,290 24.9		19,720 24.2		16,950 20.8		17,030 20.9		14,510 17.8	18.0*		17.5*
SHARE OF AUDIENCE %	43	40 *		47 *	36		35		29		30		28	27 *		28 *
AVG. AUD. BY ¼ HR. %	24.0	28.2	31.9	31.4	24.6	25.1	24.1	24.2	20.7	20.9	20.5	21.4	18.1	17.9	17.4	17.6
NBC TV																
TOTAL AUDIENCE (Households (000) & %)		8,800 10.8			17,280 21.2				23,310 28.6							
Program	(1) (→OP)		THRU-MAGIC PYRAMID PT.I (7:29-8:00PM)(OP)		CHIPS (OP)				NBC SUNDAY NIGHT MOVIE YOUNG FRANKENSTEIN(OP)							
AVERAGE AUDIENCE (Households (000) & %)		7,420 9.1			13,940 17.1	16.1*		18.0*	15,810 19.4	20.7*		19.5*		19.1*		18.3*
SHARE OF AUDIENCE %		13			25	24 *		26 *	29	29 *		28 *		29 *		29 *
AVG. AUD. BY ¼ HR. %	21.1	10.9	9.1	9.0	15.5	16.7	17.8	18.3	21.0	20.5	19.7	19.3	19.2	18.9	18.4	18.3

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	66.6	67.6	67.9	69.1	68.8	69.0	70.0	70.2	69.5	68.8	68.8	68.1	66.2	64.5	63.6	62.5
WK. 2	65.1	66.9	67.5	67.6	67.4	69.2	69.7	70.3	71.2	70.5	69.9	69.6	66.4	64.6	63.7	61.2

U.S. TV Households: 81,500,000

(1)NFL FOOTBALL GAME 2-NBC, VARIOUS TEAMS AND TIMES, NBC, MULTI-SEGMENT TELECAST

For explanation of symbols, See page A.

EVE.SUN. DEC.6, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. NOV.29, 1981

	TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WEEK 1	**ABC TV**																
	TOTAL AUDIENCE (Households (000) & %)	5,870 7.2															
	Program	ABC WEEKEND REPORT-SUN.															
	AVERAGE AUDIENCE (Households (000) & %)	5,540 6.8															
	SHARE OF AUDIENCE %	12															
	AVG. AUD. BY ¼ HR. %	6.8															
	CBS TV																
	TOTAL AUDIENCE (Households (000) & %)	6,030 7.4															
	Program		CBS SUNDAY NEWS-OSGOOD (OP)														
	AVERAGE AUDIENCE (Households (000) & %)	5,790 7.1															
	SHARE OF AUDIENCE %	13															
	AVG. AUD BY ¼ HR. %	6.9	7.1														
	NBC TV																
	TOTAL AUDIENCE (Households (000) & %)					3,020 3.7											
	Program	NBC SUNDAY NIGHT MOVIE OF MICE AND MEN (9:00-11:30PM)				← NBC LATE NIGHT MOVIE → PARADISE ALLEY(R) (12:00-1:20AM) (SUSTAINING 1:20-2:00AM)											
	AVERAGE AUDIENCE (Households (000) & %)		16.1*			1,630 2.0	2.4*		1.7*		1.6*						
	SHARE OF AUDIENCE %		29 *			9	9 *		9 *		10 *						
	AVG. AUD. BY ¼ HR. %	16.1	16.0			2.5	2.4	1.7	1.7	1.6	1.7						
WEEK 2	**ABC TV**																
	TOTAL AUDIENCE (Households (000) & %)	4,730 5.8															
	Program	ABC WEEKEND REPORT-SUN.															
	AVERAGE AUDIENCE (Households (000) & %)	4,560 5.6															
	SHARE OF AUDIENCE %	11															
	AVG. AUD. BY ¼ HR. %	5.6															
	CBS TV																
	TOTAL AUDIENCE (Households (000) & %)	6,190 7.6															
	Program	CBS SUNDAY NEWS-OSGOOD															
	AVERAGE AUDIENCE (Households (000) & %)	5,870 7.2															
	SHARE OF AUDIENCE %	14															
	AVG. AUD. BY ¼ HR. %	7.2															
	NBC TV																
	TOTAL AUDIENCE (Households (000) & %)			2,690 3.3													
	Program			← NBC LATE NIGHT MOVIE → HARDCASE JUDGEMENT DAY(R) (11:30-12:17AM) (SUSTAINING 12:17-2:00AM)													
	AVERAGE AUDIENCE (Households (000) & %)			2,040 2.5	2.5*												
	SHARE OF AUDIENCE %			8	7 *												
	AVG. AUD. BY ¼ HR. %			2.5	2.6	2.5	2.2										
TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	58.5	52.6	40.2	33.0	28.2	24.5	21.1	18.9	16.5	14.4	11.8	10.3	8.7	7.3	6.3	5.0
	WK. 2	51.2	45.1	36.4	31.6	27.9	24.8	21.9	18.9	16.3	14.6	12.8	11.1	9.0	7.3	6.0	5.4

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

EVE.SUN. DEC.6, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. NOV.23-27, 1981

	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1																	
ABC TV	TOTAL AUDIENCE (Households (000) & %)			4,970 6.1				5,220 6.4									
ABC TV	Program	GOOD MORNING, AMERICA-730	(CO-OP)	(PARTICIPATING)		GOOD MORNING, AMERICA-830	(CO-OP)	(PARTICIPATING) (SUS-OP)									
ABC TV	AVERAGE AUDIENCE (Households (000) & %)			3,830 4.7				4,320 5.3									
ABC TV	SHARE OF AUDIENCE %			28				24									
ABC TV	AVG. AUD. BY ¼ HR. %			4.6	4.8			5.2	5.4								
CBS TV	TOTAL AUDIENCE (Households (000) & %)	1,220 1.5		4,890 6.0										3,500 4.3		4,970 6.1	
CBS TV	Program	WAKE UP (TU-F)(OP)		MORNING-KURALT & SAWYER (SUS-OP)						(S)(OP)				ONE DAY AT A TIME-M-F (M-W)(S)(OP)		ALICE-M-F (M-W)(S)(OP)	
CBS TV	AVERAGE AUDIENCE (Households (000) & %)	900 1.1		2,200 2.7	2.4*		2.6*		3.0*					3,020 3.7		4,320 5.3	
CBS TV	SHARE OF AUDIENCE %	10		15	15 *		14 *		14 *					19		27	
CBS TV	AVG. AUD. BY ¼ HR. %	1.0	1.2	2.3	2.6	2.5	2.7	2.8	3.2					3.4	3.9	5.2	5.4
NBC TV	TOTAL AUDIENCE (Households (000) & %)			3,990 4.9				4,810 5.9						2,690 3.3		3,750 4.6	
NBC TV	Program	TODAY SHOW-7.30AM	(CO-OP)	(PARTICIPATING)		TODAY SHOW-8.30AM	(CO-OP)	(PARTICIPATING)		(S)(OP)				LAS VEGAS GAMBIT (MTUWF)(S)(OP)		BLOCKBUSTERS (MTUWF)(S)(OP)	
NBC TV	AVERAGE AUDIENCE (Households (000) & %)			3,180 3.9				3,990 4.9						2,360 2.9		3,260 4.0	
NBC TV	SHARE OF AUDIENCE %			24				23						14		18	
NBC TV	AVG. AUD. BY ¼ HR. %			3.8	3.9			4.8	5.0					2.8	3.0	3.9	4.1
WEEK 2																	
ABC TV	TOTAL AUDIENCE (Households (000) & %)			5,710 7.0				5,300 6.5									
ABC TV	Program	GOOD MORNING, AMERICA-730	(CO-OP)	(PARTICIPATING)		GOOD MORNING, AMERICA-830	(CO-OP)	(PARTICIPATING)									
ABC TV	AVERAGE AUDIENCE (Households (000) & %)			4,560 5.6				4,560 5.6									
ABC TV	SHARE OF AUDIENCE %			31				29									
ABC TV	AVG. AUD. BY ¼ HR. %			5.4	5.7			5.7	5.4								
CBS TV	TOTAL AUDIENCE (Households (000) & %)	1,220 1.5		4,320 5.3										3,670 4.5		4,320 5.3	
CBS TV	Program	WAKE UP		MORNING-KURALT & SAWYER										ONE DAY AT A TIME-M-F		ALICE-M-F	
CBS TV	AVERAGE AUDIENCE (Households (000) & %)	980 1.2		2,040 2.5	2.3*		2.4*		2.7*					2,930 3.6		3,830 4.7	
CBS TV	SHARE OF AUDIENCE %	9		13	13 *		13 *		14 *					19		24	
CBS TV	AVG. AUD. BY ¼ HR. %	1.1	1.2	2.2	2.5	2.3	2.5	2.5	2.9					3.4	3.9	4.6	4.8
NBC TV	TOTAL AUDIENCE (Households (000) & %)			4,890 6.0				5,130 6.3						2,120 2.6		3,260 4.0	
NBC TV	Program	TODAY SHOW-7.30AM	(CO-OP)	(PARTICIPATING)		TODAY SHOW-8.30AM	(CO-OP)	(PARTICIPATING)						REGIS PHILBIN SHOW		BLOCKBUSTERS	
NBC TV	AVERAGE AUDIENCE (Households (000) & %)			3,750 4.6				4,240 5.2						1,710 2.1		2,770 3.4	
NBC TV	SHARE OF AUDIENCE %			26				26						11		17	
NBC TV	AVG. AUD. BY ¼ HR. %			4.5	4.7			5.2	5.2					2.2	2.0	3.3	3.5
TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	8.3	10.7	12.9	14.5	16.4	18.2	19.8	21.4	22.7	24.1	24.7	25.1	25.2	25.6	26.3	27.2
TV HOUSEHOLDS USING TV (See Def. 1)	WK. 2	9.4	11.7	13.7	15.6	17.4	18.6	19.4	20.0	19.5	19.8	19.7	19.7	19.1	19.3	19.3	19.6

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

DAY MON.-FRI. NOV.30-DEC.4, 1981

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WEEK 1 — ABC TV																
TOTAL AUDIENCE (Households (000))	7,580				6,680		6,280		9,780				9,540			
TOTAL AUDIENCE (%)	9.3				8.2		7.7		12.0				11.7			
Program	← LOVE BOAT DAYTIME →				FAMILY FEUD		RYAN'S HOPE (SUS-OP)		← ALL MY CHILDREN (OP) →				← ONE LIFE TO LIVE (SUS-OP) →			
AVERAGE AUDIENCE (Households (000))	5,380				5,540		5,220		7,420				7,090			
AVERAGE AUDIENCE (%)	6.6	6.2*		7.1*	6.8		6.4		9.1	8.7*		9.5*	8.7	8.5*		8.9*
SHARE OF AUDIENCE %	23	22 *		25 *	23		22		30	29 *		31 *	28	28 *		29 *
AVG. AUD. BY ¼ HR. %	5.9	6.5	6.9	7.2	6.7	6.9	6.3	6.5	8.4	8.9	9.5	9.5	8.6	8.6	8.7	9.0
WEEK 1 — CBS TV																
TOTAL AUDIENCE (Households (000))	6,110		7,090				8,640				8,070				6,440	
TOTAL AUDIENCE (%)	7.5		8.7				10.6				9.9				7.9	
Program	PRICE IS RIGHT 1 (M-W)(S)(OP)		PRICE IS RIGHT 2 (M-W)(S)(OP)				← YOUNG AND THE RESTLESS (MTUWF)(S)(OP) →				← AS THE WORLD TURNS (MTUWF)(S)(OP) →				SEARCH FOR TOMORROW (MTUWF)(S)(OP)	
AVERAGE AUDIENCE (Households (000))	5,130		6,280				6,360				6,280				5,790	
AVERAGE AUDIENCE (%)	6.3		7.7				7.8	7.7*		8.0*	7.7	7.5*		7.8*	7.1	
SHARE OF AUDIENCE %	30		34				29	29 *		30 *	26	26 *		27 *	24	
AVG. AUD. BY ¼ HR. %	6.1	6.6	7.6	7.9			7.6	7.8	7.9	8.0	7.4	7.6	7.9	7.7	6.9	7.3
WEEK 1 — NBC TV																
TOTAL AUDIENCE (Households (000))	5,130		4,240		2,690		3,670		6,190				4,730			
TOTAL AUDIENCE (%)	6.3		5.2		3.3		4.5		7.6				5.8			
Program	WHEEL OF FORTUNE (MTUWF)(S)(OP)		BATTLESTARS (MTUWF)(S)(OP)		PASSWORD PLUS (MTUWF)(S)(OP)		DOCTORS (MTUWF)(S)(OP)		← DAYS OF OUR LIVES (MTUWF)(S)(OP) →				← ANOTHER WORLD (MTUWF)(S)(OP) →			
AVERAGE AUDIENCE (Households (000))	4,480		3,670		2,280		3,100		4,650				3,750			
AVERAGE AUDIENCE (%)	5.5		4.5		2.8		3.8		5.7	5.5*		5.9*	4.6	4.7*		4.5*
SHARE OF AUDIENCE %	23		18		11		14		20	19 *		20 *	16	16 *		15 *
AVG. AUD. BY ¼ HR. %	5.5	5.6	4.5	4.5	2.7	2.9	3.8	3.8	5.5	5.6	5.9	6.0	4.8	4.6	4.6	4.4
WEEK 2 — ABC TV																
TOTAL AUDIENCE (Households (000))	6,280				6,280		6,680		10,110				9,780			
TOTAL AUDIENCE (%)	7.7				7.7		8.2		12.4				12.0			
Program	← LOVE BOAT DAYTIME →				FAMILY FEUD		RYAN'S HOPE (SUS-OP)		← ALL MY CHILDREN (OP) →				← ONE LIFE TO LIVE (SUS-OP) →			
AVERAGE AUDIENCE (Households (000))	4,480				5,300		5,710		7,740				7,500			
AVERAGE AUDIENCE (%)	5.5	5.2*		5.7*	6.5		7.0		9.5	9.1*		9.9*	9.2	8.7*		9.7*
SHARE OF AUDIENCE %	26	25 *		27 *	27		28		35	33 *		36 *	33	32 *		35 *
AVG. AUD. BY ¼ HR. %	5.0	5.4	5.6	6.0	6.4	6.7	6.9	7.1	8.8	9.4	9.9	10.0	8.6	8.9	9.5	9.9
WEEK 2 — CBS TV																
TOTAL AUDIENCE (Households (000))	5,620		7,010				7,910				7,660				6,030	
TOTAL AUDIENCE (%)	6.9		8.6				9.7				9.4				7.4	
Program	PRICE IS RIGHT 1		PRICE IS RIGHT 2 (OP)				← YOUNG AND THE RESTLESS →				← AS THE WORLD TURNS →				SEARCH FOR TOMORROW	
AVERAGE AUDIENCE (Households (000))	4,970		6,110				6,030				6,110				5,460	
AVERAGE AUDIENCE (%)	6.1		7.5				7.4	7.0*		7.7*	7.5	7.2*		7.7*	6.7	
SHARE OF AUDIENCE %	29		35				30	29 *		30 *	27	26 *		28 *	24	
AVG. AUD. BY ¼ HR. %	5.8	6.4	7.5	7.5			6.8	7.2	7.6	7.8	7.2	7.2	7.7	7.6	6.6	6.9
WEEK 2 — NBC TV																
TOTAL AUDIENCE (Households (000))	4,480		3,670		2,930		3,340		5,460				4,970			
TOTAL AUDIENCE (%)	5.5		4.5		3.6		4.1		6.7				6.1			
Program	WHEEL OF FORTUNE		BATTLESTARS		PASSWORD PLUS		DOCTORS		← DAYS OF OUR LIVES →				← ANOTHER WORLD →			
AVERAGE AUDIENCE (Households (000))	3,910		3,180		2,450		2,770		4,160				3,910			
AVERAGE AUDIENCE (%)	4.8		3.9		3.0		3.4		5.1	5.0*		5.3*	4.8	4.9*		4.7*
SHARE OF AUDIENCE %	23		18		13		13		19	18 *		19 *	17	18 *		17 *
AVG. AUD. BY ¼ HR. %	4.8	4.8	3.8	4.0	2.8	3.1	3.4	3.3	4.9	5.0	5.3	5.4	4.9	4.9	4.8	4.6
TV HOUSEHOLDS USING TV (See Def. 1) WK. 1	27.4	27.9	28.0	28.7	29.4	29.9	29.6	30.0	30.2	30.4	30.6	30.8	30.3	30.4	29.9	30.9
TV HOUSEHOLDS USING TV (See Def. 1) WK. 2	20.5	21.2	21.5	22.6	24.1	25.3	25.2	25.9	26.3	27.2	27.2	27.1	26.7	27.6	27.4	28.6

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. NOV.23-27, 1981

WEEK 1

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	10,510 12.9				4,400 5.4										10,510 12.9	
ABC TV program	← GENERAL HOSPITAL (M-TH)(S)(OP) (SUS-OP) →				EDGE OF NIGHT (M-TH)(S)(OP)				(S)(OP)						ABC WORLD NEWS TONIGHT	
AVERAGE AUDIENCE (Households (000) & %)	8,230 10.1	9.7*		10.5*	3,830 4.7										8,970 11.0	
SHARE OF AUDIENCE %	31	31 *		32 *	15										20	
AVG. AUD. BY ¼ HR. %	9.4	10.0	10.4	10.5	4.9	4.6									10.8	11.2
CBS TV TOTAL AUDIENCE (Households (000) & %)	8,800 10.8				2,930 3.6										12,710 15.6	
CBS TV program	← GUIDING LIGHT (MTUWF)(S)(OP) →				UP TO THE MINUTE (MTUWF)(S)(OP)				(S)(OP)						CBS EVENING NEWS-RATHER (MTUWF)(S)(OP)	
AVERAGE AUDIENCE (Households (000) & %)	6,930 8.5	8.3*		8.7*	2,280 2.8										11,330 13.9	
SHARE OF AUDIENCE %	27	27 *		26 *	8										24	
AVG. AUD. BY ¼ HR. %	8.1	8.4	8.7	8.7	2.7	2.8									13.8	14.0
NBC TV TOTAL AUDIENCE (Households (000) & %)	4,080 5.0														11,250 13.8	
NBC TV program	← TEXAS (MTUWF)(S)(OP) →														NBC NIGHTLY NEWS	
AVERAGE AUDIENCE (Households (000) & %)	3,100 3.8	3.8*		3.8*											9,940 12.2	
SHARE OF AUDIENCE %	12	12 *		12 *											22	
AVG. AUD. BY ¼ HR. %	3.7	3.8	3.8	3.9											11.7	12.6

WEEK 2

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	12,310 15.1				4,730 5.8										12,060 14.8	
ABC TV program	← GENERAL HOSPITAL (SUS-OP) →				EDGE OF NIGHT				(S)(OP)						ABC WORLD NEWS TONIGHT	
AVERAGE AUDIENCE (Households (000) & %)	9,700 11.9	11.5*		12.3*	3,990 4.9										10,600 13.0	
SHARE OF AUDIENCE %	39	39 *		38 *	15										22	
AVG. AUD. BY ¼ HR. %	11.2	11.9	12.4	12.2	5.1	4.7									12.6	13.4
CBS TV TOTAL AUDIENCE (Households (000) & %)	8,150 10.0				2,770 3.4										13,370 16.4	
CBS TV program	← GUIDING LIGHT (OP) →				UP TO THE MINUTE				(S)(OP)						CBS EVENING NEWS-RATHER	
AVERAGE AUDIENCE (Households (000) & %)	6,680 8.2	8.0*		8.4*	2,280 2.8										11,820 14.5	
SHARE OF AUDIENCE %	27	27 *		26 *	9										24	
AVG. AUD. BY ¼ HR. %	7.8	8.1	8.5	8.2	2.8	2.8									14.5	14.5
NBC TV TOTAL AUDIENCE (Households (000) & %)	3,910 4.8														13,040 16.0	
NBC TV program	← TEXAS →														NBC NIGHTLY NEWS	
AVERAGE AUDIENCE (Households (000) & %)	2,850 3.5	3.3*		3.6*											11,570 14.2	
SHARE OF AUDIENCE %	11	11 *		11 *											24	
AVG. AUD. BY ¼ HR. %	3.4	3.3	3.6	3.8											13.9	14.6

TV HOUSEHOLDS USING TV (See Def. 1)	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WK. 1	31.5	32.4	33.1	33.7	33.0	34.4	35.7	37.8	40.0	42.0	44.0	46.9	49.8	51.9	53.3	54.6
WK. 2	29.4	30.7	32.3	33.2	32.1	34.0	35.9	38.6	41.1	44.3	46.9	50.3	54.5	56.9	58.2	60.0

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

DAY MON.-FRI. NOV.30-DEC.4, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. NOV.28, 1981

WEEK 1

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)					3,340 4.1		3,750 4.6		4,480 5.5		5,870 7.2		5,300 6.5		7,010 8.6	
		PROGRAM					SUPERFRIENDS (OP)		HEATHCLIFF & MARMADUKE		FONZ AND HAPPY DAYS GANG		LAVERNE AND SHIRLEY		RICHIE RICH/ SCOOBY DOO-1		RICHIE RICH/ SCOOBY DOO-2 (OP)	
		AVERAGE AUDIENCE (Households (000) & %)					2,690 3.3		3,020 3.7		3,750 4.6		4,810 5.9		3,990 4.9		5,950 7.3	
		SHARE OF AUDIENCE %					18		17		23		27		23		31	
		AVG. AUD. BY ¼ HR. %					3.2	3.4	3.6	3.8	4.2	5.1	5.8	6.0	4.7	5.1	7.3	7.4
	CBS TV	TOTAL AUDIENCE (Households (000) & %)					3,260 4.0		3,100 3.8		4,810 5.9		7,250 8.9		7,990 9.8		5,870 7.2	
		PROGRAM					KWICKY KOALA SHOW (OP)		TROLLKINS (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3		POPEYE/OLIVE COMEDY SHOW (OP)	
		AVERAGE AUDIENCE (Households (000) & %)					2,450 3.0		2,690 3.3		4,080 5.0		5,950 7.3		6,280 7.7		5,220 6.4	
		SHARE OF AUDIENCE %					22		19		23		31		30		24	
		AVG. AUD. BY ¼ HR. %					2.7	3.3	3.1	3.4	4.7	5.3	7.1	7.6	7.5	7.9	6.4	6.3
	NBC TV	TOTAL AUDIENCE (Households (000) & %)					2,530 3.1		5,050 6.2		6,110 7.5		4,810 5.9		5,540 6.8		4,400 5.4	
		PROGRAM			FLINTSTONE'S COMEDY SHW 1 (SUS)		FLINTSTONE'S COMEDY SHW2 (OP)		SMURFS I		SMURFS II (OP)		KID SUPER POWER I		KID SUPER POWER II (OP)		SPIDER-MAN & FRIENDS	
		AVERAGE AUDIENCE (Households (000) & %)					2,120 2.6		4,480 5.5		5,300 6.5		4,160 5.1		4,160 5.1		3,910 4.8	
		SHARE OF AUDIENCE %					22		34		32		23		21		18	
		AVG. AUD. BY ¼ HR. %					2.2	2.9	4.9	6.0	6.7	6.4	5.1	5.1	5.5	4.7	4.6	5.0

WEEK 2

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)					3,340 4.1		2,770 3.4		4,480 5.5		6,360 7.8		6,760 8.3		7,170 8.8	
		PROGRAM					SUPERFRIENDS (OP)		HEATHCLIFF & MARMADUKE		FONZ AND HAPPY DAYS GANG		LAVERNE AND SHIRLEY		RICHIE RICH/ SCOOBY DOO-1		RICHIE RICH/ SCOOBY DOO-2 (OP)	
		AVERAGE AUDIENCE (Households (000) & %)					2,610 3.2		2,120 2.6		3,590 4.4		5,220 6.4		5,540 6.8		5,870 7.2	
		SHARE OF AUDIENCE %					16		12		20		26		29		29	
		AVG. AUD. BY ¼ HR. %					3.0	3.4	2.4	2.8	4.0	4.7	6.1	6.6	6.2	7.3	7.5	6.9
	CBS TV	TOTAL AUDIENCE (Households (000) & %)					3,020 3.7		3,420 4.2		5,220 6.4		7,660 9.4		7,420 9.1		7,170 8.8	
		PROGRAM					POPEYE/OLIVE COMEDY SHOW (OP)		TARZAN/L.RANGER/ ZORRO HR1 (OP)		TARZAN/L.RANGER/ ZORRO HR2 (OP)		BUGS BUNNY MYSTERY SPEC.		BUGS BUNNY/ROAD RUNNER 2 (S)(OP)		BUGS BUNNY/ROAD RUNNER 3 (OP)	
		AVERAGE AUDIENCE (Households (000) & %)					2,530 3.1		2,850 3.5		4,160 5.1		6,520 8.0		6,360 7.8		6,360 7.8	
		SHARE OF AUDIENCE %					21		20		22		31		29		29	
		AVG. AUD. BY ¼ HR. %					2.8	3.3	3.2	3.7	4.6	5.6	7.8	8.2	7.9	7.7	7.8	7.9
	NBC TV	TOTAL AUDIENCE (Households (000) & %)					2,930 3.6		5,620 6.9		7,910 9.7		5,050 6.2		6,030 7.4		5,620 6.9	
		PROGRAM			FLINTSTONE'S COMEDY SHW 1 (SUS)		FLINTSTONE'S COMEDY SHW2 (OP)		SMURFS I		SMURFS II (OP)		KID SUPER POWER I		KID SUPER POWER II (OP)		SPIDER-MAN & FRIENDS	
		AVERAGE AUDIENCE (Households (000) & %)					2,530 3.1		4,810 5.9		6,520 8.0		4,560 5.6		4,810 5.9		4,810 5.9	
		SHARE OF AUDIENCE %					23		35		37		23		23		22	
		AVG. AUD. BY ¼ HR. %					2.8	3.3	5.3	6.4	7.7	8.4	5.7	5.6	5.8	5.9	5.7	6.1

TV HOUSEHOLDS USING TV (See Def. 1)		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
	WK. 1	5.0	6.1	7.5	10.0	12.8	14.2	16.4	18.3	20.9	22.2	23.5	24.3	25.1	25.7	26.6	27.5
	WK. 2	5.0	7.2	9.4	11.9	14.3	15.7	16.8	18.8	21.7	23.9	25.0	25.9	26.6	27.1	26.7	26.8

U.S. TV Households: 81,500,000

For explanation of symbols, See page A

DAY SAT. DEC.5, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. NOV.28, 1981

WEEK 1

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)		6,440		5,870		7,250	22,740										
		7.9		7.2		8.9	27.9										
		GOLDIE GOLD/ ACTION JACK (OP)		THUNDARR THE BARBARIAN (OP)		(1) (→OP)	← NCAA FOOTBALL GAME PENN STATE VS PITTSBURGH (12:19-3:45PM)(OP) →										
AVERAGE AUDIENCE (Households (000) & %)		5,380		4,810		6,280	12,060										
		6.6		5.9		7.7	14.8		12.0*		13.9*		15.5*		14.4*		16.6*
SHARE OF AUDIENCE	%	24		20		27	42		36 *		40 *		44 *		41 *		44 *
AVG. AUD. BY ¼ HR.	%	6.6	6.7	5.9	5.9	7.5	9.3	11.5	12.5	13.7	14.1	15.2	15.8	14.5	14.4	16.1	17.1
CBS TV TOTAL AUDIENCE (Households (000) & %)		5,870		5,130		5,620		6,030		5,870		3,910					
		7.2		6.3		6.9		7.4		7.2		4.8					
		BLACKSTAR (OP)		TARZAN/L.RANGER/ ZORRO HR1 (OP)		TARZAN/L.RANGER/ ZORRO HR2 (OP)		TOM AND JERRY COMEDY SHOW (OP)		NEW FAT ALBERT SHOW (OP)		30 MINUTES					
AVERAGE AUDIENCE (Households (000) & %)		5,130		3,990		4,890		4,730		4,810		3,420					
		6.3		4.9		6.0		5.8		5.9		4.2					
SHARE OF AUDIENCE	%	23		18		20		18		17		12					
AVG. AUD. BY ¼ HR.	%	6.3	6.2	5.2	4.7	6.0	6.0	5.3	6.2	5.8	6.0	4.2	4.1				
NBC TV TOTAL AUDIENCE (Households (000) & %)		4,560		5,710		5,870		4,400									
		5.6		7.0		7.2		5.4									
		SPACE STARS I		SPACE STARS II (OP)		DAFFY/SPEEDY SHOW (OP)		BULLWINKLE									
AVERAGE AUDIENCE (Households (000) & %)		3,500		4,560		4,810		3,910									
		4.3		5.6		5.9		4.8									
SHARE OF AUDIENCE	%	16		20		20		15									
AVG. AUD. BY ¼ HR.	%	4.1	4.5	5.6	5.6	5.5	6.3	5.0	4.6								

WEEK 2

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)		3,910		3,990		5,870	19,480										
		4.8		4.9		7.2	23.9										
		GOLDIE GOLD/ ACTION JACK (OP)		THUNDARR THE BARBARIAN (OP)		(2) (→OP) ~	← NCAA FOOTBALL GAME VARIOUS TEAMS AND TIMES(OP) MULTI-SEGMENT TELECAST~ →										
AVERAGE AUDIENCE (Households (000) & %)		3,100		3,340		4,970	7,990										
		3.8		4.1		6.1	9.8		8.8*		9.2*		10.9*		9.2*		10.3*
SHARE OF AUDIENCE	%	14		14		23	32		31 *		30 *		36 *		29 *		33 *
AVG. AUD. BY ¼ HR.	%	3.9	3.8	4.0	4.3	6.0	7.5	8.9	8.7	8.8	9.6	10.6	11.2	9.6	8.7	9.8	10.8
CBS TV TOTAL AUDIENCE (Households (000) & %)		8,560		5,790		5,220		5,220		5,130		3,910				9,050	
		10.5		7.1		6.4		6.4		6.3		4.8				11.1	
		BUGS BUNNY/ROAD RUNNER 4 (OP)		BLACKSTAR (OP)		TROLLKINS (OP)		TOM AND JERRY COMEDY SHOW (OP)		KWICKY KOALA SHOW (OP)		30 MINUTES				CBS NCAA BASKETBALL KENTUCKY VS OHIO ST (2:30-4:34PM)	
AVERAGE AUDIENCE (Households (000) & %)		6,930		4,730		4,240		4,160		4,320		3,100				3,500	
		8.5		5.8		5.2		5.1		5.3		3.8				4.3	4.1*
SHARE OF AUDIENCE	%	32		21		19		17		16		11				13	13 *
AVG. AUD. BY ¼ HR.	%	8.3	8.7	5.9	5.7	5.5	4.9	4.9	5.4	5.4	5.2	4.1	3.4			4.1	4.1
NBC TV TOTAL AUDIENCE (Households (000) & %)		4,320		4,650		4,560		2,610						8,480			
		5.3		5.7		5.6		3.2						10.4			
		SPACE STARS I		SPACE STARS II (OP)		DAFFY/SPEEDY SHOW (OP)		BULLWINKLE						← NCAA BASKETBALL-NAT'L UCLA VS NOTRE DAME (2:00-4:00PM) →			
AVERAGE AUDIENCE (Households (000) & %)		3,750		3,990		3,590		2,120						3,340			
		4.6		4.9		4.4		2.6						4.1	4.3*		4.3*
SHARE OF AUDIENCE	%	17		18		16		9						13	14 *		14 *
AVG. AUD. BY ¼ HR.	%	4.5	4.7	5.1	4.7	4.2	4.6	2.6	2.7					3.9	4.7	4.7	3.9

TV HOUSEHOLDS USING TV (See Def. 1)		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
	WK. 1	26.6	27.2	27.6	28.2	29.9	31.2	32.7	33.0	34.1	33.9	33.7	34.8	34.6	35.5	36.1	37.6
	WK. 2	26.2	26.6	27.2	27.0	27.5	27.6	28.2	29.8	29.9	30.2	30.6	30.5	30.9	30.8	31.1	31.8

U.S. TV Households: 81,500,000

(1)NCAA FOOTBALL PRE GAME,ABC,(12:00-12:19PM)

(2)NCAA FOOTBALL PRE GAME,ABC,MULTI-SEGMENT TELECAST

For explanation of symbols, See page A.

DAY SAT. DEC.5, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. NOV.28, 1981

	TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WEEK 1	**ABC TV** TOTAL AUDIENCE (Households (000) & %)				27,380 33.6												
	Program	NCAA FOOTBALL GAME → PENN STATE VS PITTSBURGH (12:19-3:45PM)			← NCAA FOOTBALL GAME 2 AUBURN VS ALABAMA (3:45-7:03PM)												
	AVERAGE AUDIENCE (Households (000) & %)		17.6*		14,100 17.3		15.9*		15.9*		16.0*		17.2*		20.0*		20.0*
	SHARE OF AUDIENCE %		45 *		38		41 *		39 *		36 *		37 *		38 *		37 *
	AVG. AUD. BY ¼ HR. %	17.7	17.4	17.0	15.4	15.9	15.9	16.1	15.7	16.5	15.4	16.7	17.8	19.4	20.5	20.5	19.5
	CBS TV TOTAL AUDIENCE (Households (000) & %)					9,940 12.2										8,310 10.2	
	Program					← CBS NCAA BASKETBALL → VARIOUS TEAMS AND TIMES MUTLI-SEGMENT TELECAST~										CBS SAT. NEWS-SCHIEFFER	
	AVERAGE AUDIENCE (Households (000) & %)					4,240 5.2	4.9*		4.6*		5.3*		5.7*			7,500 9.2	
	SHARE OF AUDIENCE %					12	13 *		11 *		12 *		12 *			16	
	AVG. AUD. BY ¼ HR. %					5.0	4.9	4.9	4.4	4.9	5.8	5.5	5.8	5.6		9.0	9.4
	NBC TV TOTAL AUDIENCE (Households (000) & %)					10,840 13.3										8,800 10.8	
	Program					← SPORTSWORLD-SAT →										NBC NIGHTLY NEWS-SAT.	
	AVERAGE AUDIENCE (Households (000) & %)					5,870 7.2	6.7*		7.2*		7.7*					7,340 9.0	
	SHARE OF AUDIENCE %					17	17 *		18 *		18 *					16	
	AVG. AUD. BY ¼ HR. %					6.3	7.1	7.1	7.3	7.7	7.8					8.7	9.4
WEEK 2	**ABC TV** TOTAL AUDIENCE (Households (000) & %)				23,640 29.0												10,020 12.3
	Program	NCAA FOOTBALL GAME → VARIOUS TEAMS AND TIMES MUTLI-SEGMENT TELECAST~ (→OP)(SUS-OP)(OP)			← NCAA FOOTBALL GAME 2 ARMY VS NAVY MUTLI-SEGMENT TELECAST~ (→OP)(OP)												(1) (OP)
	AVERAGE AUDIENCE (Households (000) & %)		10.9*		11,250 13.8		11.6*		13.0*		13.0*		14.8*		16.4*		9,860 12.1
	SHARE OF AUDIENCE %		33 *		32		33 *		34 *		31 *		32 *		32 *		22
	AVG. AUD. BY ¼ HR. %	11.0	10.9	9.7	10.5	11.3	11.9	12.9	13.1	12.7	13.4	14.1	15.4	16.5	16.4	16.4	12.1
	CBS TV TOTAL AUDIENCE (Households (000) & %)							10,270 12.6								10,760 13.2	
	Program	CBS NCAA BASKETBALL KENTUCKY VS OHIO STATE (2:30-4:34PM)(→OP)						← CBS SPORTS SATURDAY → (4:34-6:00PM)(OP)								CBS SAT. NEWS-SCHIEFFER	
	AVERAGE AUDIENCE (Households (000) & %)		3.5*		4.4*		4.9*	5,050 6.2	5.2*		6.7*		6.6*			8,800 10.8	
	SHARE OF AUDIENCE %		11 *		13 *		14 *	15	13 *		16 *		14 *			19	
	AVG. AUD. BY ¼ HR. %	3.7	3.4	4.0	4.8	5.1	4.8	4.0	6.2	7.6	5.9	6.5	6.6			9.9	11.6
	NBC TV TOTAL AUDIENCE (Households (000) & %)					9,210 11.3										9,940 12.2	
	Program	NCAA BASKETBALL-NAT'L → UCLA VS NOTRE DAME (2:00-4:00PM)				← SPORTSWORLD-SAT →										NBC NIGHTLY NEWS-SAT.	
	AVERAGE AUDIENCE (Households (000) & %)		3.7*		4.0*	4,240 5.2	4.6*		5.9*		5.2*					8,230 10.1	
	SHARE OF AUDIENCE %		11 *		12 *	14	13 *		15 *		12 *					18	
	AVG. AUD. BY ¼ HR. %	3.8	3.5	4.1	3.9	4.0	5.1	6.5	5.3	4.8	5.6					9.8	10.5
	TV HOUSEHOLDS USING TV (See Def. 1) WK. 1	38.4	38.3	38.2	38.6	39.2	40.7	41.7	43.7	46.4	47.2	49.3	51.6	54.5	57.0	57.2	58.2
	WK. 2	32.4	33.1	33.3	34.2	35.3	37.3	39.7	41.8	43.5	45.2	47.5	50.1	54.0	55.6	56.7	58.1

U.S. TV Households: 81,500,000

(1)NCAA FOOTBALL POST 2,ABC,(6:47-7:00PM)

For explanation of symbols, See page A.

DAY SAT. DEC.5, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. NOV.29, 1981

WEEK 1

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)															2,200 2.7	
	Program															KIDS ARE PEOPLE TOO ! (10:30-11:02AM)	
	AVERAGE AUDIENCE (Households (000) & %)															1,630 2.0	
	SHARE OF AUDIENCE %															8	
	AVG. AUD. BY ¼ HR. %															1.9	2.1
CBS TV	TOTAL AUDIENCE (Households (000) & %)									6,600 8.1							
	Program					MIGHTY MOUSE/ HECKLE-JECKL (SUS) (SUS-OP)		DRAK PACK (SUS) (SUS-OP)		← SUNDAY MORNING					→	FOR OUR TIMES (SUS)	
	AVERAGE AUDIENCE (Households (000) & %)									3,750 4.6	3.6*		4.9*		5.3*		
	SHARE OF AUDIENCE %									22	20 *		23 *		23 *		
	AVG. AUD. BY ¼ HR. %									3.3	4.0	4.9	5.0	5.2	5.4		
NBC TV	TOTAL AUDIENCE (Households (000) & %)																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE %																
	AVG. AUD. BY ¼ HR. %																

WEEK 2

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)															3,260 4.0	
	Program															KIDS ARE PEOPLE TOO !	
	AVERAGE AUDIENCE (Households (000) & %)															2,530 3.1	
	SHARE OF AUDIENCE %															12	
	AVG. AUD. BY ¼ HR. %															3.0	3.2
CBS TV	TOTAL AUDIENCE (Households (000) & %)									7,740 9.5							
	Program					MIGHTY MOUSE/ HECKLE-JECKL (SUS) (SUS-OP)		DRAK PACK (SUS) (SUS-OP)		← SUNDAY MORNING					→	FOR OUR TIMES (SUS)	
	AVERAGE AUDIENCE (Households (000) & %)									4,400 5.4	4.5*		5.4*		6.3*		
	SHARE OF AUDIENCE %									26	25 *		26 *		28 *		
	AVG. AUD. BY ¼ HR. %									4.3	4.8	5.3	5.6	6.4	6.3		
NBC TV	TOTAL AUDIENCE (Households (000) & %)																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE %																
	AVG. AUD. BY ¼ HR. %																

TV HOUSEHOLDS USING TV (See Def. 1)		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
	WK. 1	4.5	5.7	6.9	8.3	9.2	11.3	13.9	16.1	18.6	20.4	22.2	22.1	23.5	24.5	24.7	25.0
	WK. 2	4.6	5.0	6.2	7.4	9.5	12.3	14.3	17.0	19.5	20.6	21.7	22.6	24.2	24.5	25.6	26.3

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

DAY SUN. DEC.6, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. NOV.29, 1981

WEEK 1

	TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)	2,930 3.6		3,990 4.9				1,710 2.1									
	Program	KIDS ARE PEOPLE TOO II (11:02-11:30AM) (OP)		←— THIS WEEK-DAVID BRINKLEY —→				COLLEGE FOOTBALL '81		DIRECTIONS (SUS)							
	AVERAGE AUDIENCE (Households (000) & %)	2,200 2.7		2,280 2.8	2.6*		2.9*	1,550 1.9									
	SHARE OF AUDIENCE %	10		9	9 *		9 *	5									
	AVG. AUD. BY ¼ HR. %	2.6	2.9	2.8	2.4	2.9	2.9	1.8	2.1								
CBS TV	TOTAL AUDIENCE (Households (000) & %)			3,990 4.9				9,620 11.8		33,010 40.5							
	Program			FACE THE NATION				CBS NFL FTBL PRE		←— CBS NFL FTBL GM 1 —→ VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST~							
	AVERAGE AUDIENCE (Households (000) & %)			3,340 4.1				7,170 8.8		17,200 21.1	16.9*		19.3*		20.6*		21.5*
	SHARE OF AUDIENCE %			13				27		48	45 *		48 *		47 *		49 *
	AVG. AUD. BY ¼ HR. %			3.8	4.4			7.7	9.9	15.4	18.5	19.3	19.2	20.7	20.6	21.1	21.8
NBC TV	TOTAL AUDIENCE (Households (000) & %)					5,220 6.4		5,790 7.1		26,000 31.9							
	Program					MEET THE PRESS		NFL '81-NBC PRE		←— NFL FOOTBALL GAME 1-NBC —→ VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST~							
	AVERAGE AUDIENCE (Households (000) & %)					4,160 5.1		4,560 5.6		11,570 14.2	11.9*		14.7*		15.6*		13.6*
	SHARE OF AUDIENCE %					15		17		31	30 *		34 *		35 *		30 *
	AVG. AUD. BY ¼ HR. %					5.0	5.2	4.9	6.4	11.0	12.7	13.9	15.5	15.9	15.2	13.8	13.5

WEEK 2

	TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)	3,180 3.9		5,220 6.4				2,770 3.4									
	Program	KIDS ARE PEOPLE TOO II (OP)		←— THIS WEEK-DAVID BRINKLEY —→				COLLEGE FOOTBALL '81		DIRECTIONS (SUS)							
	AVERAGE AUDIENCE (Households (000) & %)	2,690 3.3		3,260 4.0	3.9*		4.2*	2,040 2.5									
	SHARE OF AUDIENCE %	12		13	13 *		13 *	7									
	AVG. AUD. BY ¼ HR. %	3.2	3.4	3.8	3.9	4.2	4.2	2.6	2.5								
CBS TV	TOTAL AUDIENCE (Households (000) & %)			4,560 5.6				9,540 11.7		31,950 39.2							
	Program			FACE THE NATION				CBS NFL FTBL PRE		←— CBS NFL FTBL GM 1 —→ VARIOUS TEAMS AND TIMES MUTLI-SEGMENT TELECAST~							
	AVERAGE AUDIENCE (Households (000) & %)			3,590 4.4				7,340 9.0		18,170 22.3	17.9*		22.0*		23.4*		22.6*
	SHARE OF AUDIENCE %			15				28		49	46 *		50 *		51 *		49 *
	AVG. AUD. BY ¼ HR. %			4.4	4.4			8.0	10.0	16.4	19.5	21.5	22.6	23.4	23.3	21.9	23.3
NBC TV	TOTAL AUDIENCE (Households (000) & %)					3,500 4.3		4,560 5.6		15,730 19.3							
	Program					MEET THE PRESS		NFL '81-NBC PRE		←— NFL FOOTBALL GM 1-NBC —→ NEW ENGLAND VS MIAMI (1:00-4:00PM)							
	AVERAGE AUDIENCE (Households (000) & %)					2,930 3.6		3,420 4.2		6,930 8.5	6.8*		8.0*		8.0*		9.9*
	SHARE OF AUDIENCE %					13		13		19	18 *		18 *		18 *		21 *
	AVG. AUD. BY ¼ HR. %					3.7	3.4	4.0	4.4	6.1	7.4	7.8	8.2	8.0	7.9	10.1	9.7

TV HOUSEHOLDS USING TV (See Def. 1)		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
	WK. 1	26.6	27.7	29.1	30.5	31.8	33.6	34.4	36.6	38.9	41.0	42.1	44.0	44.9	45.0	45.0	45.6
	WK. 2	26.7	27.0	28.7	29.5	30.6	32.0	34.0	35.6	38.5	41.4	43.5	44.3	44.9	45.2	45.6	47.3

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

DAY SUN. DEC.6, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. NOV.29, 1981

	TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WEEK 1																	
ABC TV	TOTAL AUDIENCE (Households (000) & %)															8,560 10.5	
ABC TV	Program															ABC WRLD NEWS TONIGHT-SUN	
ABC TV	AVERAGE AUDIENCE (Households (000) & %)															7,170 8.8	
ABC TV	SHARE OF AUDIENCE %															14	
ABC TV	AVG. AUD. BY ¼ HR. %															8.6	9.1
CBS TV	TOTAL AUDIENCE (Households (000) & %)					28,200 34.6											
CBS TV	Program	CBS NFL FTBL GM 1 → VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST~ (→OP)				← CBS NFL FTBL GM 2 VARIOUS TEAMS AND TIMES MUTLI-SEGMENT TELECAST~ (OP)											
CBS TV	AVERAGE AUDIENCE (Households (000) & %)		22.7*		23.9*	14,340 17.6	15.2*		17.2*		17.1*		16.4*		17.0*		19.1*
CBS TV	SHARE OF AUDIENCE %		49 *		48 *	32	30 *		34 *		32 *		30 *		29 *		31 *
CBS TV	AVG. AUD. BY ¼ HR. %	22.4	23.0	23.7	24.4	11.2	15.8	16.0	17.3	17.2	16.9	16.1	16.6	16.9	17.1	18.5	19.7
NBC TV	TOTAL AUDIENCE (Households (000) & %)					7,250 8.9										6,760 8.3	
NBC TV	Program	NFL FOOTBALL GAME 1-NBC → VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST~ (→OP)					(1) (OP) ~			← RELIGIOUS SERIES (SUS) →						NBC NIGHTLY NEWS-SUN.	
NBC TV	AVERAGE AUDIENCE (Households (000) & %)		14.0*		14.3*	6,190 7.6										6,030 7.4	
NBC TV	SHARE OF AUDIENCE %		29 *		28 *	15										12	
NBC TV	AVG. AUD. BY ¼ HR. %	13.9	14.1	14.5	13.9	8.4	7.0									7.4	7.5
WEEK 2																	
ABC TV	TOTAL AUDIENCE (Households (000) & %)															8,230 10.1	
ABC TV	Program															ABC WRLD NEWS TONIGHT-SUN	
ABC TV	AVERAGE AUDIENCE (Households (000) & %)															7,010 8.6	
ABC TV	SHARE OF AUDIENCE %															15	
ABC TV	AVG. AUD. BY ¼ HR. %															8.4	8.7
CBS TV	TOTAL AUDIENCE (Households (000) & %)									6,030 7.4						9,210 11.3	
CBS TV	Program	CBS NFL FTBL GM 1 → VARIOUS TEAMS AND TIMES(OP) MUTLI-SEGMENT TELECAST~								← FAMOUS CLASSIC TALES A CHRISTMAS CAROL →						CBS EVENING NEWS-DEAN	
CBS TV	AVERAGE AUDIENCE (Households (000) & %)		23.8*		23.9*					3,420 4.2	3.8*		4.6*			7,580 9.3	
CBS TV	SHARE OF AUDIENCE %		49 *		48 *					8	7 *		8 *			15	
CBS TV	AVG. AUD. BY ¼ HR. %	23.8	23.8	24.1	24.2	16.6				3.8	3.7	4.3	4.9			8.6	9.9
NBC TV	TOTAL AUDIENCE (Households (000) & %)					31,210 38.3											
NBC TV	Program	NFL FOOTBALL GM 1-NBC → NEW ENGLAND VS MIAMI (1:00-4:00PM)				← NFL FOOTBALL GAME 2-NBC VARIOUS TEAMS AND TIMES MUTLI-SEGMENT TELECAST~											
NBC TV	AVERAGE AUDIENCE (Households (000) & %)		9.4*		9.0*	16,060 19.7	15.7*		18.2*		20.5*		20.8*		21.0*		21.7*
NBC TV	SHARE OF AUDIENCE %		19 *		18 *	36	32 *		36 *		40 *		39 *		36 *		36 *
NBC TV	AVG. AUD. BY ¼ HR. %	9.4	9.3	9.2	8.8	13.8	17.7	18.2	18.2	19.8	21.2	21.1	20.6	20.6	21.4	21.7	21.8
TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	46.8	48.9	50.3	51.8	52.3	52.0	51.5	51.4	52.9	53.8	55.0	57.1	59.5	61.0	63.3	64.5
	WK. 2	49.1	48.9	48.8	50.2	50.2	49.9	49.6	50.5	51.0	52.9	53.7	55.8	59.1	61.2	62.0	62.[illegible]

U.S. TV Households: 81,500,000

(1)NFL FOOTBALL POST-NBC,NBC,MULTI-SEGMENT TELECAST

For explanation of symbols, See page A.

DAY SUN. DEC.6, 1981

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD.BY ¼ HR %	TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD BY ¼ HR %	TELE-CAST DAYS
EVENING MONDAY																	
ABC NFL MONDAY NIGHT FOOTBALL	1	9.00-12.17AM	→GRID	31,950	39.2	17,360	21.3	36									
	2	9.00-12.05AM	→GRID								34,070	41.8	20,620	25.3	40		
			11.00						20.9							24.5	
			11.15				20.8*	39*	20.6					24.1*	42*	23.7	
			11.30						20.9							24.4	
			11.45				20.2*	46*	19.5					24.3*	50*	24.2	
			12.00						18.5							24.3	
			12.15						17.0								
	1	12.17-12.29AM	(SUS)														
	2	12.05-12.11AM	(SUS)														
NBC NBC NEWS UPDATE-2-MON(SUS)	1	9.47- 9.48PM	9.45														
EVENING TUESDAY																	
NBC NEWS UPDATE-2-TUE(SUS)	2	9.56- 9.57PM	9.45														
EVENING WEDNESDAY																	
NBC NBC NEWS UPDATE-2-WED(SUS)	1	9.58- 9.59PM	9.45														
EVENING THURSDAY																	
ABC NFL FOOTBALL SPECIAL(S)	2	9.00-11.44PM	→GRID								27,710	34.0	14,430	17.7	29		
			11.00													16.7	
			11.15											16.9*	32*	17.1	
			11.30													18.0	
	2	11.44-11.50PM	(SUS)														
NBC NEWS UPDATE-2-THU(SUS)	2	9.58- 9.59PM	9.45														
EVENING FRIDAY																	
NBC NEWS UPDATE 1-FRI(SUS)	1	8.58- 8.59PM	8.45														
NBC NBC NEWS UPDATE-2-FRI(SUS)	1	9.47- 9.48PM	9.45														
EVENING SATURDAY																	
ABC ABC SPORTS UPDATE-SAT	1	8.57- 8.59PM	8.45	13,860	17.0	12,710	15.6	25	15.6								
	2	8.58- 8.59PM	8.45								11,080	13.6	11,080	13.6	22	13.6	
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	16,630	20.4	16,630	20.4	33	20.4		15,730	19.3	15,730	19.3	31	19.3	
CBS NEWSBREAK-SAT.		8.58- 8.59PM	8.45	11,250	13.8	11,250	13.8	23	13.8		12,960	15.9	12,960	15.9	26	15.9	
NBC NBC NEWS UPDATE-SAT.		8.58- 8.59PM	8.45	9,940	12.2	9,940	12.2	20	12.2		11,650	14.3	11,650	14.3	23	14.3	
NBC NBC NEWS UPDATE-2-SAT.	1	9.58- 9.59PM	9.45	7,250	8.9	7,250	8.9	14	8.9								
NBC NEWS UPDATE-2-SAT(SUS)	2	9.58- 9.59PM	9.45														
EVENING SUNDAY																	
ABC ABC SPORTS UPDATE-SUN	2	7.28- 7.30PM	7.15								10,840	13.3	10,600	13.0	19	13.0	
ABC ABC NEWSBRIEF-SUN.	2	8.26- 8.27PM	8.15								12,470	15.3	12,470	15.3	22	15.3	
ABC ABC SPORTS UPDATE-SUN	1	8.27- 8.28PM	8.15	13,040	16.0	13,040	16.0	23	16.0								
ABC ABC NEWSBRIEF-SUN.	1	9.56- 9.57PM	9.45	17,600	21.6	17,600	21.6	32	21.6								
ABC ABC SUNDAY MOVIE FILL(SUS)	2	10.55-10.59PM	10.45														
CBS CBS NFL FTBL GM 2 CONT'D	1	4.00- 7.06PM	→GRID	28,200	34.6	14,340	17.6	32									

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 1 SHARE %	WEEK 1 AVG. AUD.BY ¼ HR %	WEEK 1 TELECAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 2 SHARE %	WEEK 2 AVG AUD BY ¼ HR %	WEEK 2 TELECAST DAYS
EVENING SUNDAY-CONT'D																	
CBS CBS NFL FTBL GM 2-CONT'D			7.00						23.5								
CBS 60 MINUTES	1	7.14- 8.14PM	→GRID	32,030	39.3	24,370	29.9	44									
			8.00						30.7								
CBS ARCHIE BUNKER'S PLACE	1	8.14- 8.44PM	→GRID	20,950	25.7	18,420	22.6	32									
			8.30						23.3								
CBS ONE DAY AT A TIME	1	8.44- 9.14PM	→GRID	23,310	28.6	18,990	23.3	33									
			9.00						25.2								
CBS NEWSBREAK-SUN.	2	8.58- 8.59PM	8.45								16,540	20.3	16,540	20.3	29	20.3	
CBS ALICE	1	9.14- 9.44PM	→GRID	20,130	24.7	18,580	22.8	33									
			9.30						23.4								
CBS NEWSBREAK-SUN.	1	9.13- 9.14PM	9.00	17,600	21.6	17,600	21.6	31	21.6								
CBS JEFFERSONS	1	9.44-10.14PM	→GRID	20,860	25.6	18,910	23.2	34									
			10.00						23.6								
CBS TRAPPER JOHN, M.D.	1	10.14-11.14PM	→GRID	19,800	24.3	16,220	19.9	32									
			11.00						19.8								
NBC NFL FOOTBALL GAME 2-NBC	2	4.00- 7.29PM	→GRID								31,210	38.3	16,060	19.7	36		
			7.15											19.7*	31*	18.3	
NBC NBC NEWS UPDATE-SUN.		8.58- 8.59PM	8.45	12,310	15.1	12,310	15.1	21	15.1		12,550	15.4	12,550	15.4	22	15.4	
NBC NBC NEWS UPDATE-2-SUN(SUS)	1	9.50- 9.51PM	9.45														
NBC NBC NEWS UPDATE-2-SUN.	2	9.52- 9.53PM	9.45								14,260	17.5	14,260	17.5	25	17.5	
EVENING MONDAY-FRIDAY																	
ABC ABC NEWSBRIEF-M-F		>	8.45	13,610	16.7	13,610	16.7	27	18.8	M-F	13,610	16.7	13,610	16.7	25	16.3	M-F
			9.45						16.2	TU-F						17.1	TUWF
ABC ABC NEWS:NIGHTLINE-T-F		11.30-12.00MD	11.30	7,090	8.7	5,710	7.0	19	8.0	TU-F	7,250	8.9	5,790	7.1	20	7.7	TUWF
			11.45						5.9	TU-F						6.4	TUWF
ABC FANTASY ISLAND-12.00		12.00- 1.08AM	12.00	3,500	4.3	2,200	2.7	13	3.3	TUE.	3,500	4.3	2,200	2.7	13	2.8	TUE.
			12.15				3.1*	13*	2.8	TUE.				2.8*	11*	2.8	TUE.
			12.30						2.5	TUE.						2.9	TUE.
			12.45				2.4*	14*	2.4	TUE.				2.8*	15*	2.8	TUE.
			1.00						2.4	TUE.						2.1	TUE.
ABC FRIDAYS		12.00- 1.11AM	12.00	7,010	8.6	4,160	5.1	18	5.6	FRI.	6,280	7.7	3,990	4.9	17	5.8	FRI.
			12.15				5.6*	18*	5.5	FRI.				5.7*	17*	5.6	FRI.
			12.30						4.7	FRI.						4.9	FRI.
			12.45				4.8*	19*	4.8	FRI.				4.6*	17*	4.2	FRI.
			1.00						4.6	FRI.						3.4	FRI.
ABC LOVE BOAT-12.00		12.00- 1.08AM	12.00	6,850	8.4	4,400	5.4	20	5.1	WED.	4,160	5.1	2,850	3.5	16	3.4	WED.
			12.15				5.3*	17*	5.5	WED.				3.4*	13*	3.4	WED.
			12.30						5.7	WED.						3.4	WED.
			12.45				5.7*	24*	5.6	WED.				3.5*	18*	3.6	WED.
			1.00						5.2	WED.						3.8	WED.
ABC VEGA$-12.00	1	12.00- 1.09AM	12.00	4,560	5.6	3,100	3.8	15	3.7	THU.							
			12.15				3.7*	13*	3.7	THU.							
			12.30						3.8	THU.							
			12.45				3.9*	17*	4.0	THU.							

CONT'D

 U.S. TV HOUSEHOLDS: 81,500,000 FOR EXPLANATION OF SYMBOLS, SEE PAGE A. *HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS)

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD.BY ¼ HR %	TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD.BY ¼ HR %	TELE-CAST DAYS
EVENING MONDAY-FRIDAY-CONT'D																	
ABC VEGA$-12.00-CONT'D			1.00						3.8	THU.							
ABC ABC NEWS:NIGHTLINE-THU(B)	2	12.21-12.51AM	12.15								4,080	5.0	3,020	3.7	16	4.4	THU.
			12.30													3.7	THU.
			12.45													2.9	THU.
ABC ABC NEWS:NIGHTLINE-MON	2	12.42- 1.24AM	12.30								4,970	6.1	3,590	4.4	23	5.7	MON.
			12.45													5.0	MON.
	1	1.00- 1.30AM	1.00	3,830	4.7	3,020	3.7	21	4.2	MON.						4.1	MON.
			1.15						3.3	MON.				3.9*	23*	3.7	MON.
ABC FRIDAYS-PART 2	1	1.11- 1.17AM	1.00	3,750	4.6	3,590	4.4	20	4.4	FRI.							
	2	1.11- 1.20AM	1.00								2,770	3.4	2,610	3.2	16	3.2	FRI.
			1.15						4.3	FRI.						3.2	FRI.
	1	1.17- 1.29AM	(SUS)														
	2	1.20- 1.49AM	(SUS)														
CBS NEWSBREAK-M-F	1	>	8.15	11,980	14.7	12,140	14.9	24	14.5	M-F							
	2	8.58- 8.59PM	8.45						14.9	TU-TH	12,140	14.9	12,140	14.9	23	14.9	M-F
CBS LATE MOVIE I		>	11.30	8,640	10.6	5,380	6.6	21	7.4	M-F	8,720	10.7	5,620	6.9	22	7.5	M-F
			11.45				7.2*	20*	7.1	M-F				7.4*	20*	7.4	M-F
			12.00						6.7	M-F						7.0	M-F
			12.15				6.4*	22*	6.1	M-F				6.7*	24*	6.5	M-F
			12.30						5.7	M-F						5.9	M-F
		VARIOUS TIMES	(SUS)														
CBS LATE MOVIE II		>	12.30	4,240	5.2	3,420	4.2	22	4.9	M-F	4,320	5.3	3,590	4.4	25	5.0	M-F
			12.45				4.1*	17*	4.5	M-F				5.6*	30*	4.8	M-F
			1.00						4.1	M-F						4.3	M-F
			1.15				3.9*	22*	3.8	M-F				4.1*	26*	3.9	M-F
			1.30						3.6	TUE.							
		VARIOUS TIMES	(SUS)														
NBC NBC NEWS UPDATE-M-F		>	8.45	10,920	13.4	10,920	13.4	21	13.0	M-TH	12,230	15.0	12,230	15.0	23	15.0	M-F
			9.00						14.4	WED.							
NBC NBC NEWS UPDATE-2-M-F	1	9.58- 9.59PM	9.45	11,740	14.4	11,740	14.4	24	14.4	TU&TH							
	2	>	9.45								10,510	12.9	10,510	12.9	20	12.9	MWF
NBC TONIGHT SHOW		11.30-12.30AM	11.30	9,940	12.2	6,440	7.9	24	8.9	M-F	8,720	10.7	5,300	6.5	20	8.0	M-F
			11.45				8.7*	24*	8.4	M-F				7.3*	20*	6.7	M-F
			12.00						7.9	M-F						6.2	M-F
			12.15				7.2*	25*	6.5	M-F				5.5*	19*	4.9	M-F
NBC SCTV COMEDY NETWORK	1	12.30- 2.00AM	12.30	5,050	6.2	2,360	2.9	14	4.5	FRI.							
	2	12.30- 1.58AM	12.30								5,460	6.7	3,100	3.8	18	4.9	FRI.
			12.45				4.0*	16*	3.4	FRI.				4.5*	17*	4.0	FRI.
			1.00						3.1	FRI.						3.8	FRI.
			1.15				2.8*	13*	2.5	FRI.				3.6*	18*	3.4	FRI.
			1.30						2.0	FRI.						3.3	FRI.
			1.45				2.1*	12*	2.2	FRI.				3.2*	20*	3.0	FRI.
NBC TOMORROW COAST TO COAST-1		12.30- 1.00AM	12.30	3,100	3.8	2,610	3.2	15	3.4	M-TH	2,530	3.1	1,960	2.4	12	2.8	M-TH
			12.45						3.0	M-TH						2.2	M-TH
NBC TOMORROW COAST TO COAST-2		>	1.00	2,690	3.3	1,790	2.2	14	2.7	M-TH	1,960	2.4	1,390	1.7	13	1.9	M-TH
			1.15				2.5*	15*	2.4	M-TH				1.8*	13*	1.8	M-TH
			1.30						1.9	M-TH						1.5	M-TH

CONT'D

 FOR EXPLANATION OF SYMBOLS, SEE PAGE A. *HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS)

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 1 SHARE %	WEEK 1 AVG. AUD.BY ¼ HR %	WEEK 1 TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 2 SHARE %	WEEK 2 AVG. AUD.BY ¼ HR %	WEEK 2 TELE-CAST DAYS
EVENING MONDAY-FRIDAY-CONT'D																	
NBC TOMORROW COAST TO COAST-2-CONT'D		VARIOUS TIMES	1.45 (SUS)				1.9*	14*	1.8	M-TH				1.5*	14*	1.4	M-TH
DAY MONDAY-FRIDAY																	
ABC REAGAN ADDRESS-ABC(SUS)	1	8.00- 8.23AM	8.00							MON.							
ABC FYI-12.58(SUS)		12.58-12.59PM	12.45							M-F							M-F
ABC ABC DAYTIME NEWSBRIEF-M-F		1.57- 1.59PM	1.45	7,340	9.0	7,010	8.6	28	8.6	M-F	7,500	9.2	7,340	9.0	33	9.0	M-F
ABC ABC NEWS SPECIAL REPORT(SUS)	2	2.53- 2.55PM	2.45														TUE.
ABC FYI-2.58(SUS)		2.58- 2.59PM	2.45							M-F							M-F
ABC ABC SPEC REPORT(SUS)	1	3.01- 3.02PM	3.00							MON.							
ABC NCAA FOOTBALL SPECIAL(S)	1	3.00- 6.19PM	3.00	21,190	26.0	9,450	11.6	30	10.4	FRI.							
			3.15				10.4*	30*	10.4	FRI.							
			3.30						11.0	FRI.							
			3.45				11.2*	31*	11.5	FRI.							
			4.00						12.3	FRI.							
			4.15				12.0*	34*	11.6	FRI.							
			4.30						10.8	FRI.							
			4.45				10.6*	29*	10.4	FRI.							
			5.00						12.1	FRI.							
			5.15				12.4*	30*	12.7	FRI.							
			5.30						12.9	FRI.							
			5.45				12.9*	29*	12.9	FRI.							
			6.00						12.5	FRI.							
			6.15						11.1	FRI.							
ABC FYI-3.58(SUS)		3.58- 3.59PM	3.45							M-F							M-F
ABC ABC AFTERSCHOOL SPECIAL(S)	2	4.30- 5.30PM	4.30								10,190	12.5	6,600	8.1	22	7.5	WED.
			4.45											7.6*	22*	7.8	WED.
			5.00													8.3	WED.
			5.15											8.6*	22*	8.9	WED.
CBS SUNRISE SEMESTER(SUS)		6.30- 7.00AM	6.30							M-F							M-F
CBS SUNRISE SEMESTER MWF(SUS)		6.30- 7.00AM	6.30							M-F							M-F
CBS WAKE UP(B)	1	7.00- 7.30AM	7.00	1,140	1.4	900	1.1	11	.9	MON.							
			7.15						1.3	MON.							
CBS REAGAN ADDRESS-CBS(SUS)	1	8.30- 9.20AM	8.30							MON.							
CBS THANKSGIVING DAY PARADE(S)	1	9.00-12.00NN	9.00	21,110	25.9	8,560	10.5	27	5.2	THU.							
			9.15				5.8*	19*	6.5	THU.							
			9.30						8.3	THU.							
			9.45				9.0*	25*	9.6	THU.							
			10.00						11.5	THU.							
			10.15				11.6*	29*	11.7	THU.							
			10.30						12.1	THU.							
			10.45				12.1*	28*	12.1	THU.							
			11.00						12.9	THU.							
			11.15				12.7*	29*	12.5	THU.							
			11.30						12.2	THU.							
			11.45				11.7*	26*	11.2	THU.							

 FOR EXPLANATION OF SYMBOLS, SEE PAGE A. *HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS)

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE %	WEEK 1 SHARE %	WEEK 1 AVG. AUD. BY ¼ HR %	WEEK 1 TELECAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE %	WEEK 2 SHARE %	WEEK 2 AVG. AUD. BY ¼ HR %	WEEK 2 TELECAST DAYS
DAY MONDAY-FRIDAY-CONT'D																	
CBS FAMOUS CLASSIC TALES-FRI.(S)	1	10.00-11.00AM	10.00	8,880	10.9	5,710	7.0	25	6.0	FRI.							
			10.15				6.3*	23*	6.7	FRI.							
			10.30						7.7	FRI.							
			10.45				7.7*	26*	7.7	FRI.							
CBS CHILDRENS MYSTERY THEATRE(S)	1	11.00-12.00NN	11.00	8,390	10.3	5,950	7.3	24	7.2	FRI.							
			11.15				7.1*	23*	7.0	FRI.							
			11.30						7.3	FRI.							
			11.45				7.4*	24*	7.5	FRI.							
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	5,540	6.8	5,300	6.5	29	6.5	M-W	4,970	6.1	4,810	5.9	27	5.9	M-F
CBS FAMOUS CLASSIC TALES-THU.(S)	1	12.30- 1.30PM	12.30	6,280	7.7	3,830	4.7	12	5.5	THU.							
			12.45				5.2*	14*	4.9	THU.							
			1.00						4.5	THU.							
			1.15				4.3*	11*	4.1	THU.							
CBS CBS LIBRARY(S)	1	1.30- 2.30PM	1.30	4,160	5.1	2,530	3.1	9	3.3	THU.							
			1.45				3.1*	9*	2.8	THU.							
			2.00						3.3	THU.							
			2.15				3.2*	9*	3.2	THU.							
CBS AFTERNOON PLAYHOUSE(S)	1	2.30- 3.30PM	2.30	3,420	4.2	2,450	3.0	9	2.9	THU.							
			2.45				3.0*	9*	3.0	THU.							
			3.00						3.1	THU.							
			3.15				3.0*	9*	2.9	THU.							
CBS CBS NFL FTBL PRE-THU.(S)	1	3.30- 4.00PM	3.30	9,290	11.4	6,190	7.6	22	4.8	THU.							
			3.45						10.4	THU.							
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	5,710	7.0	5,460	6.7	20	6.7	MTUWF	5,620	6.9	5,380	6.6	20	6.6	M-F
CBS CBS NFL FTBL GM.-THU.(S)	1	4.00- 7.00PM	4.00	26,650	32.7	17,030	20.9	54	17.2	THU.							
			4.15				18.3*	53*	19.4	THU.							
			4.30						20.3	THU.							
			4.45				21.0*	57*	21.6	THU.							
			5.00						22.2	THU.							
			5.15				21.5*	57*	20.9	THU.							
			5.30						19.8	THU.							
			5.45				20.4*	53*	21.1	THU.							
			6.00						21.0	THU.							
			6.15				21.3*	52*	21.6	THU.							
			6.30						22.9	THU.							
			6.45				22.5*	51*	22.1	THU.							
CBS AFTERNOON PLAYHOUSE(S)	2	4.30- 5.30PM	4.30								7,250	8.9	4,650	5.7	14	5.1	TUE.
			4.45											5.1*	14*	5.2	TUE.
			5.00													6.0	TUE.
			5.15											6.3*	15*	6.5	TUE.
NBC MACYS THANKSGIVING PARADE(S)	1	9.00-12.00NN	9.00	25,100	30.8	12,140	14.9	38	10.3	THU.							
			9.15				11.3*	34*	12.3	THU.							
			9.30						13.9	THU.							
			9.45				14.1*	37*	14.3	THU.							
			10.00						15.5	THU.							
			10.15				15.7*	38*	15.8	THU.							
			10.30						15.4	THU.							

CONT'D

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 1 SHARE %	WEEK 1 AVG. AUD. BY ¼ HR %	WEEK 1 TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 2 SHARE %	WEEK 2 AVG. AUD. BY ¼ HR %	WEEK 2 TELE-CAST DAYS
DAY MONDAY-FRIDAY-CONT'D																	
NBC MACYS THANKSGIVING PARADE(S)-CONT'D																	
			10.45				15.6*	37*	15.7	THU.							
			11.00						16.1	THU.							
			11.15				16.3*	39*	16.4	THU.							
			11.30						16.7	THU.							
			11.45				16.4*	39*	16.1	THU.							
NBC NFL '81 NBC-THU(S)	1	12.00-12.30PM	12.00	14,020	17.2	11,330	13.9	36	13.9	THU.							
			12.15						13.9	THU.							
NBC NFL FOOTBALL GAME NBC-THU(S)	1	12.30- 3.41PM	12.30	29,750	36.5	16,790	20.6	55	17.4	THU.							
			12.45				18.1*	48*	18.9	THU.							
			1.00						20.1	THU.							
			1.15				20.4*	53*	20.8	THU.							
			1.30						21.9	THU.							
			1.45				22.3*	56*	22.6	THU.							
			2.00						20.7	THU.							
			2.15				20.8*	55*	20.9	THU.							
			2.30						21.1	THU.							
			2.45				21.2*	58*	21.4	THU.							
			3.00						20.9	THU.							
			3.15				20.9*	59*	20.8	THU.							
			3.30						19.8	THU.							
NBC NFL FOOTBALL POST NBC-THU(S)	1	3.41- 4.00PM	3.30	10,840	13.3	9,210	11.3	34	14.8	THU.							
			3.45						10.4	THU.							
DAY SATURDAY																	
ABC SCHOOLHOUSE ROCK-8.26AM		8.26- 8.30AM	8.15	3,020	3.7	2,610	3.2	16	3.2		2,690	3.3	2,360	2.9	14	2.9	
ABC SCHOOLHOUSE ROCK-10.55AM		10.55-10.59AM	10.45	6,440	7.9	5,790	7.1	29	7.1		5,460	6.7	5,130	6.3	25	6.3	
ABC DEAR ALEX & ANNIE-11.26AM		11.26-11.29AM	11.15	5,540	6.8	5,050	6.2	22	6.2		3,340	4.1	3,100	3.8	14	3.8	
ABC SCHOOLHOUSE ROCK-11.56AM		11.55-11.59AM	11.45	4,970	6.1	4,400	5.4	18	5.4		4,160	5.1	3,500	4.3	15	4.3	
ABC NCAA FOOTBALL PRE GAME	1	12.00-12.19PM	→GRID	7,250	8.9	6,280	7.7	27									
	2	12.00-12.25PM	→GRID								5,870	7.2	4,970	6.1	23		
			12.15						8.5							6.7	
ABC NCAA FOOTBALL GAME	2	12.25- 3.41PM	→GRID								19,480	23.9	7,990	9.8	32		
			3.45														
ABC NEWS SPECIAL REPORT-ABC(SUS)	2	3.14- 3.15PM	3.00													.6	
ABC NCAA FOOTBALL POST GAME	2	3.41- 3.50PM	3.30								9,130	11.2	7,740	9.5	29	9.5	
			3.45													9.5	
ABC NCAA FOOTBALL GAME 2	2	3.50- 6.47PM	→GRID								23,640	29.0	11,250	13.8	32		
			6.45													13.2	
CBS SUNRISE SEMESTER SAT(SUS)		6.30- 7.00AM	6.30														
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	2,930	3.6	2,690	3.3	23	3.3		3,020	3.7	2,530	3.1	20	3.1	
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	3,020	3.7	2,770	3.4	19	3.4		3,340	4.1	3,180	3.9	21	3.9	
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	4,650	5.7	4,320	5.3	24	5.3		4,650	5.7	4,400	5.4	23	5.4	
CBS IN THE NEWS-9.56AM	1	9.56- 9.59AM	9.45	6,360	7.8	6,110	7.5	31	7.5								
CBS IN THE NEWS-10.26AM(S)	2	10.26-10.29AM	10.15								6,680	8.2	6,520	8.0	30	8.0	

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	 %	 AVERAGE AUDIENCE HOUSEHOLDS (000)	 %	 SHARE %	 AVG. AUD.BY ¼ HR %	 TELE- CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	 %	 AVERAGE AUDIENCE HOUSEHOLDS (000)	 %	 SHARE %	 AVG. AUD.BY ¼ HR %	 TELE- CAST DAYS
DAY SATURDAY-CONT'D																	
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	5,710	7.0	5,130	6.3	23	6.3		6,850	8.4	6,680	8.2	31	8.2	
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	5,380	6.6	4,890	6.0	22	6.0		7,660	9.4	7,090	8.7	33	8.7	
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	4,400	5.4	3,990	4.9	17	4.9		4,890	6.0	4,400	5.4	20	5.4	
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	5,220	6.4	4,810	5.9	19	5.9		4,160	5.1	3,910	4.8	17	4.8	
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	5,460	6.7	5,220	6.4	19	6.4		4,810	5.9	4,560	5.6	18	5.6	
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	5,130	6.3	4,650	5.7	17	5.7		4,240	5.2	4,160	5.1	16	5.1	
CBS CBS NCAA BASKETBALL	2	2.30- 4.34PM	→GRID 4.30								9,050	11.1	3,500	4.3	13	 4.8	
NBC ASK NBC NEWS-8:28AM		8.28- 8.30AM	8.15	2,770	3.4	2,770	3.4	27	3.4		3,020	3.7	2,930	3.6	25	3.6	
NBC ASK NBC NEWS-09:12AM	2	9.12- 9.14AM	9.00								6,930	8.5	6,680	8.2	39	8.2	
NBC ASK NBC NEWS-09:14AM	1	9.14- 9.16AM	9.00 9.15	5,300	6.5	5,220	6.4	32	6.4 6.4								
NBC ASK NBC NEWS-10:28AM		10.28-10.30AM	10.15	3,590	4.4	3,100	3.8	16	3.8		4,730	5.8	4,480	5.5	21	5.5	
NBC ASK NBC NEWS-11:58AM		11.58-12.00NN	11.45	4,400	5.4	4,320	5.3	19	5.3		3,750	4.6	3,590	4.4	16	4.4	
NBC ASK NBC NEWS-12:28PM	1	12.28-12.30PM	12.15	4,970	6.1	4,890	6.0	20	6.0								
NBC ASK NBC NEWS-12:28PM(B)	2	12.28-12.30PM	12.15								3,340	4.1	3,340	4.1	15	4.1	
DAY SUNDAY																	
ABC KIDS ARE PEOPLE TOO I	1	10.30-11.02AM	→GRID 11.00	2,200	2.7	1,630	2.0	8	 2.3								
ABC DEAR ALEX & ANNIE-11.25AM		11.25-11.29AM	11.15	2,610	3.2	2,450	3.0	11	3.0		2,930	3.6	2,850	3.5	13	3.5	
CBS IN THE NEWS-8.26AM-SUN(SUS)		8.26- 8.29AM	8.15														
CBS IN THE NEWS-8.56AM-SUN(SUS)		8.56- 8.59AM	8.45														
CBS CBS NFL FTBL GM 1	1	1.00- 4.07PM	→GRID 4.00 4.15	33,010	40.5	17,200	21.1	48	 14.9 4.5								
CBS CBS NFL FTBL POST 1	2	4.03- 4.10PM	4.00								12,140	14.9	9,780	12.0	24	12.6	
NBC NFL FOOTBALL GAME 1-NBC	1	1.00- 4.13PM	→GRID 4.00 4.15 4.30	26,000	31.9	11,570	14.2	31	 11.5 6.9 4.7								

Nielsen Television Index

Bulletin

A.C. Nielsen Company

Nielsen Plaza
Northbrook, IL 60062
(312) 498-6300

1290 Avenue of the Americas
New York, NY 10104
(212) 956-2500

70 Willow Road
Menlo Park, CA 94025
(415) 321-7700

December 18, 1981

PRESIDENT REAGAN APPEARS TWICE ON NATIONAL TELEVISION IN NOVEMBER

President Ronald Reagan addressed the nation on November 18 regarding armament reduction in Europe - the "Zero Option". In addition, he held a press conference on November 10.

NTI estimates of the combined three-network audiences to each of these events are reported below.

	PRESS CONFERENCE NOVEMBER 10, 1981 2:00-2:39PM NYT		ARMAMENTS ADDRESS NOVEMBER 18, 1981 10:00-10:30AM NYT	
	PERCENT	MILLIONS	PERCENT	MILLIONS
Total Audience				
Households	23.6	19.2	17.3	14.1
Average Audience				
Households	20.5	16.7	14.5	11.8
Total Persons*	9.6	20.8	7.8	16.8
Total Women	17.4	14.7	12.2	10.4
18-49	13.5	7.2	7.8	4.2
Total Men	6.6	5.0	6.5	4.9
18-49	3.4	1.8	3.5	1.8
Total Teens	4.0	.9	1.9	.4
Total Children*	.6	.2	3.2	1.1

*Excluding children under 2 years of age.